

Southern **BUILDING SUPPLIES**

MARCH, 1950

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES



**THE JOBBER'S
PLACE IN
DISTRIBUTION**
PAGE 25

**NEW HOME
PLAN SPACIOUS
AND SIMPLE**
PAGE 27

**THE SALE
AND USE OF
GYPSUM BOARD**
PAGES 20-21

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**Mack Saves
Money, Speeds
Materials with
Lift Trucks**

PAGES 17-18

How Small-Town Yard Lures City Patrons . . . PAGE 23

Simple Card File Assures Credit Control . . . PAGE 19

10,270 Copies This Issue

A BRUTE FOR STRENGTH



Hurricane and Blizzard tested . . The Miami Aluminum Awning Window is accepted in every area of the country, for every type of building . . residential, public and commercial.

Constructed from 635-T5 non-corrosive aluminum alloy, the Miami Awning Window requires no painting, no repair, no maintenance of any kind.

- One remote control operator opens 2 to 6 windows.
- Hopper Vent may be specified . . Opens inward for indirect ventilation.
- Windows are recessed for Screens or Storm Sash.
- Flanged Vents seal shut through double metal contact.
- No Weather-Stripping is Required.
- Standard, Modular or Custom Window sizes may be specified.
- Air Infiltration Tests Passed at Pittsburgh Testing Labs.

DEALERSHIPS INVITED! This easy to sell, nationally advertised all-aluminum window means big profits to qualified dealers. See it in February Architectural Forum . . Sweet's Architectural File, 17A/11, or write: **MIAMI WINDOW CORP., DEPT. B, 3631 N.W. 38th AVENUE, MIAMI, FLORIDA, OR . . INDUSTRIAL MACHINE TOOL COMPANY, INC., WINDOW DIV., DEPT. B, 301 S. OAK ST., FENTON, MICHIGAN.**

For HOMES, APARTMENTS, CHURCHES, HOTELS, PUBLIC BUILDINGS
"The Window That Seals Tight Without Weather-Stripping"

MIAMI Awning Window

MARCH, 1950 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES



YOU CAN SAVE 75% on your handling costs!

Many users have saved up to 75%, and you can do it too—with ROSS Lift Trucks. Here's what ROSS has done for the John Bader Lumber Company, Chicago. Says Ray Jacob, Manager: "Our costs on piling lumber have been reduced 75%." In addition, Mr. Bader cites increased efficiency in unloading, storing and loading out . . .

Secure the savings effected by ROSS Lift Trucks and Carriers . . . savings that will help reduce operating costs and widen your profit margins. Get the facts on the ROSS System.



THE ROSS CARRIER COMPANY
170 Miller St., Benton Harbor, Michigan, U.S.A.
Direct Factory Branches and Distributors Throughout the World



Now You Can Get Current Delivery
on ROSS Series 5 Lift Trucks . . .
SEND THIS COUPON TODAY

THE ROSS CARRIER COMPANY
170 Miller Street, Benton Harbor, Michigan

Send complete details on Series 5 Lift Truck.

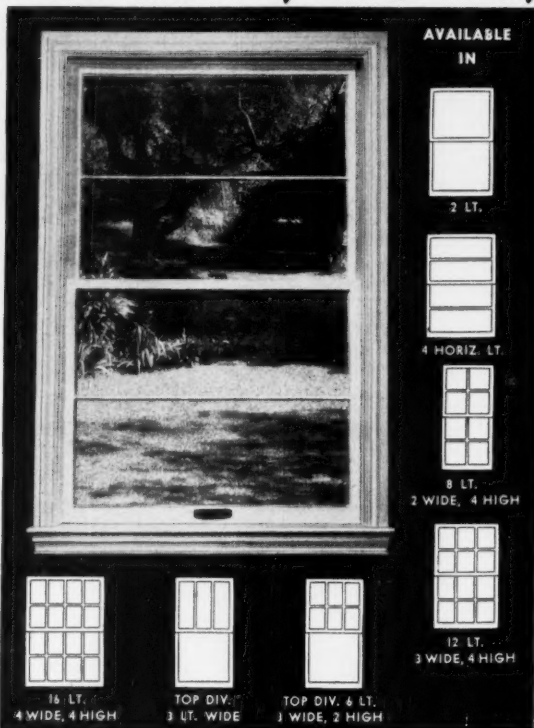
Name
Company
Address
City and State



The steadily growing popularity enjoyed by Thrif-T Window Units is based squarely upon VALUE. They offer all of the best modern advantages at an attractive price. Their installation economy is sensational. Specify and install Thrif-T — then watch customer good will go up.

- ✓ Factory Fitted
- ✓ Easily and Quickly Installed
- ✓ Completely Weatherstripped
- ✓ Quiet Operation — Never Sticks
- ✓ Lasting Spring Balances
- ✓ Fits Frame, Brick Veneer, Masonry Walls
- ✓ Treated for Long Life Service
- ✓ Attractively Priced

ahead in ^VQuality and ^VEconomy



Install in Twelve Minutes

NO PLANING THEY OR SAWING FIT



**Thrif-T
WOODWORK
for the
HOME**

OTHER QUALITY WOODWORK ITEMS CARRIED IN STOCK

Thrif-T PICTURE WINDOW UNIT	Thrif-T TWIN KITCHEN CASEMENT UNIT	"10 in 1" ENTRANCE FRAME	Thrif-T DISAPPEARING STAIRS
Thrif-T 4-HI TWIN CASEMENT UNIT	No. 960-R CORNER CHINA CASE	E-Z-UP OVERHEAD GARAGE DOOR UNIT	Thrif-T TELEPHONE SHELF
Thrif-T BAY WINDOW UNIT	Thrif-T WINDOW & DOOR TRIM	MT. VERNON MANTEL	
"4 in 1" ENTRANCE FRAME	Thrif-T BASEMENT UNIT	Thrif-T WARDROBE	
		No. 1332 ATTIC LOUVRE	

Write for name of your nearest jobber



Distributed through the Leading Millwork Jobbers to the Retail Lumber Dealer.

ROACH & MUSSER CO. MUSCATINE I O W A



The Original Structural Insulating Board

Asphalt Treated Throughout . . . Every Fiber Protected

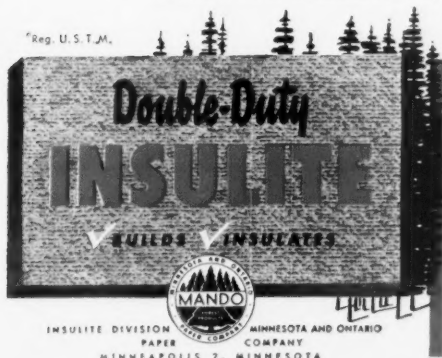
36 YEARS EXPERIENCE. Not only is INSULITE the original structural insulating board, but it is also the original *waterproofed* structural insulating board.

As far back as 1915 (long before similar products were ever produced), INSULITE was being specified for double duty service in important building projects. (See old historic photo above and note that even at that early date, the unretouched banner in the photo emphasizes the moisture-resisting qualities of INSULITE.)

INSULITE Graylite products are asphalt treated *throughout* — not merely a surface coating. Every fibre in the board — inside and outside — is thoroughly - safely - adequately protected. That's why INSULITE resists moisture so amazingly well. If a storm wets INSULITE Sheathing (Bildrite or Graylite) before the job is finished — don't worry. No permanent harm is done.

Waterproofed Bildrite Sheathing and Sealed Graylite Lok-Joint Lath also combine to control another serious moisture problem . . . vapor condensation in walls. The double asphalt coating of the sealed Lath on the warm side of the wall retards vapor travel, while the vapor breathing characteristics of Bildrite on the cold side permits escape towards the outside. Send for new leaflet describing approved construction methods that control frost and moisture damage in walls.

*Reg. U. S. T. M.



HOW TO CONTROL MOISTURE CONDENSATION IN WALLS

INSULITE DIVISION, MINNESOTA AND ONTARIO PAPER COMPANY
Dept. 58-350, Baker Arcade Bldg. Minneapolis 2, Minn.

Send me that easy-to-understand leaflet showing how the approved INSULITE WALL OF PROTECTION controls moisture condensation in walls.

Name

Address

City State 2-50



DELIGHTED DEALERS CHEER

triumphant return of the ENGLISH SLATE style

interlocking

SSIRCO, A STEEL SHINGLE

"Hooray! Three cheers—long and loud!" That's what one delighted SSirco Dealer exclaimed at the news, "SSirco Steel Shingles are back at last!"

And it is news, BIG news. If you're a long-time SSirco Dealer you know why these shingles sell so well . . . no doubt there's proof of their popularity on plenty of roofs right in your area. And if you're a more recent "convert" to the SSirco line . . . or if, somehow, you haven't yet discovered how SSirco products can boost your volume and your profits . . . you'll learn what the cheering's about when you stock—and sell!—SSirco Interlocking Steel Shingles.

Property Owners Cheer SSirco Shingles, Too!

SSirco English Slate style Shingles sell because they're what folks want—a long-lasting shingle that makes a weathertight roof . . . that weathers to the beauty of English Slate . . . that sells at a price your customers can afford . . . and that's quick and easy to install, either as a new or a reroofing job.

SSirco Dealers know, too, that these shingles lend prestige to their line . . . bring customers back for other quality building products . . . and, although priced low, they allow you a generous markup. All needed fixtures are available.

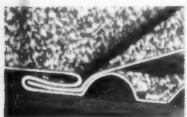
Think of the other advantages SSirco Dealers have, besides . . . a single source for nearly all their building supply needs . . . and SSirco's fourteen convenient Southern warehouses that cut inventory requirements to the bone with Overnight Delivery or Drive-In Pickup.



You can sell SSirco Interlocking Steel Shingles for both new construction and reroofing jobs. Easy to apply—assure years of trouble-free weather protection.



Two water breaks and tall safety flange at top of each shingle give triple protection at this vital point—provide positive barriers to wind-driven water.



Each successive shingle interlocks with previous one at side lap, completely covers all nail heads. No leaks with this interlocking, solid metal roof!



Write Today . . . or phone or wire . . . for complete information on your profit possibilities as a SSirco Dealer—selling SSirco English Slate style Steel Shingles and other quality SSirco products. Don't delay!

Remember . . . SSirco products are sold through Dealers only.

SSIRCO

Manufacturers & Distributors

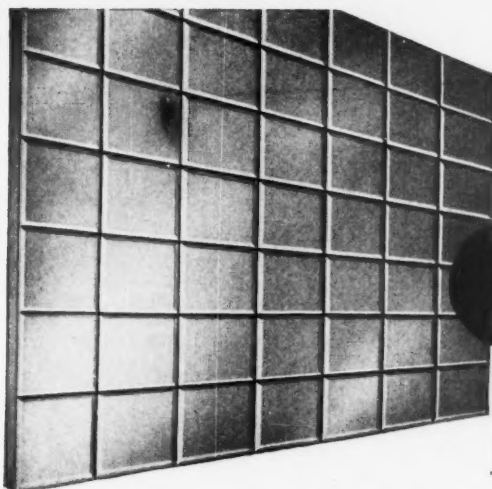
SOUTHERN STATES IRON ROOFING COMPANY

Savannah, Ga.
Atlanta, Ga.
Albany, Ga.

Jacksonville, Fla.
Orlando, Fla.
Columbia, S. C.
Raleigh, N. C.

Nashville, Tenn.
Memphis, Tenn.
Lexington, Ky.
Richmond, Va.

Birmingham, Ala.
Hattiesburg, Miss.
New Orleans, La.



ROXDALE



Dipped in HOT PAINT!

AT LAST! A TILEBOARD GUARANTEED FOR USE IN SHOWERS AND BEHIND STOVES

Roxdale's intensive research has developed a superior new tileboard, ROXBORD. The combination of specially prepared Alkali resistant paints plus Roxdale's exclusive manufacturing process have resulted in a tileboard that can be sold and recommended in showers and behind stoves—backed by a written factory guarantee clearly stating that ROXBORD will not chip, crack, craze or peel. The Roxdale guarantee, along with the many other sales-producing ROXBORD features will bring you more tileboard sales than ever before.

WIDEST SCORELINE ON THE MARKET

Perfection itself is the new ROXBORD scoreline. Gives a three dimensional effect of added depth that makes every customer say "ROXBORD".

HALF-STRIPE, HALF-SCORE

on all four edges of ROXBORD. When two sheets of ROXBORD are butted a perfect full stripe is formed. There are no unsightly joints to mar an installation.

SUPERIOR NEW FINISH

The smooth, lustrous ROXBORD finish is heat sealed by being baked for one full hour at 250 degrees Fahrenheit. Will last for decades. Eleven beautiful colors, too.

NEW LARGER BLOCKS

Away from the traditional 4" x 4" squares to new 4 1/4" x 4 1/4" squares to make ROXBORD the tileboard of distinction.

COMPLETE LINE

When you handle the Roxdale line, you are carrying a complete line of merchandise. ROXBORD comes in 4' x 4', 4' x 6' and 4' x 8' sheets in tile, streamlined and smooth surface patterns.

In addition to a complete, quality line of guaranteed products, Roxdale provides you with a hard hitting, sales producing merchandising program. Write today for samples and complete details.

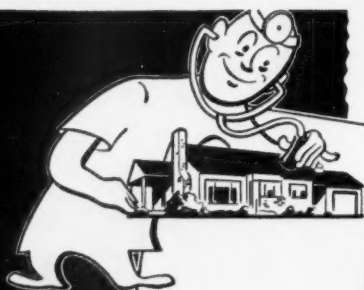


CORPORATION

2904 WHITE PLAINS ROAD

NEW YORK 67, N. Y.

MARCH, 1950 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES



JUST WHAT THE DOCTOR ORDERED

4 MORE DEALER PROMOTION HOMES

SPONSORED FOR YOU BY THE SHINGLE BUREAU...



THE HAMILTON



THE WASHINGTON



THE JACKSON



THE JEFFERSON

The Certigrade National Home promotion last year brought thousands of building material sales to retail lumber dealers throughout America. This year, four new shingle and shake homes will be featured in full page, color advertisements in the Saturday Evening Post, Country Gentleman and 25 other magazines. Plans of these homes will be available to prospective builders only through retail lumber dealers.

Yes, millions of families will be advised to see a lumber dealer for "Quartet" blueprints and materials. This program can net you large profits. Contact your Association Secretary for full information on the Quartet plan.

BACKED BY A GREAT ADVERTISING PROGRAM

Page after page of advertising in the Saturday Evening Post, Country Gentleman, American Builder, Practical Builder, American Lumberman, Building Supply News and other magazines will feature these dealer-promotion homes during 1950.



...AND THIS ATTRACTIVE ROADSIGN WILL BUILD YOUR SALES

Approved by the National Retail Lumber Dealers Association, this attractive road sign is available to you from your regional lumber association. The signs show the famous Certigrade National Home. Built, erected and maintained by an outdoor advertising firm, you may use these signs, at nominal cost, to publicize your firm in your community. Order now through your association secretary!

RED CEDAR SHINGLE BUREAU

5510 White Building, Seattle

Metropolitan Building, Vancouver, B. C., Canada





Only Source For Every Size of Aluminum Casement Windows

**70 STANDARD SIZES..
50 MODULAR SIZES
plus variations**

● Save yourself time . . trouble . . money in 1950. You can . . by handling Ualco Lifetime Aluminum Casement Windows. No wider choice of practical sizes for economical building or remodeling is available. Ualco is the *only* manufacturer of modular sizes. And, only Ualco . . world's largest manufacturer of aluminum casement windows . . offers you the combination of widest choice in sizes, unsurpassed construction features, reasonable prices and rapid service.

Free . . write today for completely detailed Ualco catalog. It's file size . . a splendid reference.



*Write for this
FREE CATALOG
today!*

UNION ALUMINUM COMPANY, Inc.
Department B35
Sheffield, Alabama

Gentlemen: Without obligation, please send me your Ualco catalog.
Please check. I am an ☐ Architect ☐ Building Supply Dealer
☐ Building Contractor

NAME _____ TITLE _____

COMPANY _____

STREET _____

CITY _____ ZONE _____ STATE _____

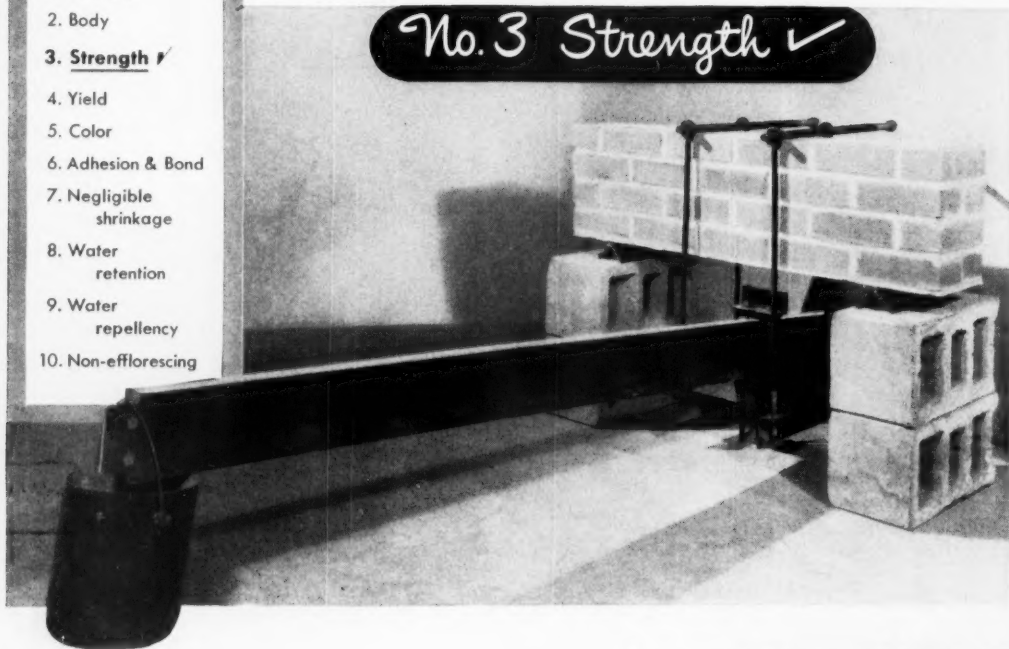
**The 10 basic
requirements
of high quality
masonry cement**

1. Plasticity
2. Body
3. **Strength ✓**
4. Yield
5. Color
6. Adhesion & Bond
7. Negligible shrinkage
8. Water retention
9. Water repellency
10. Non-efflorescing

Cumberland gives you

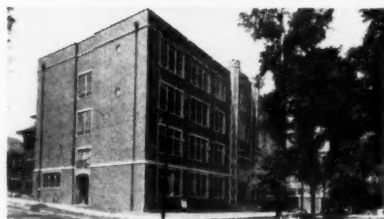
ALL 10!

No. 3 Strength ✓



TO SEE HOW strong mortar is when it's made with Cumberland Masonry Cement, try the Wallette test. Try to "bend" a section of brick wall by sheer stress. We do it regularly (see photo)—to make sure that masonry bonded with this super-strong mortar will always resist a bending stress far greater than any normally encountered.

For this and *nine other* good reasons, it *pays* to pick Cumberland Masonry Cement. More architects, engineers and masons are finding that out every year.



New science building, University of Chattanooga. Architect, Sears & Shepherd; contractor, L. A. Warlick. Cumberland Masonry Cement used throughout.



Cumberland

PORTLAND CEMENT COMPANY

Chattanooga Bank Building • • Chattanooga 2, Tennessee

Portland — High Early Strength — Air Entraining — Masonry

Any quantity of Cumberland Masonry Cement will be shipped in mixed carloads with other types of Cumberland Cement



MEET YOUR NEW SALES-MAKER!

"REDdy JACKET" represents another "merchandising first"
.... to help CHROMTRIM dealers make more sales



Look for REDdy JACKET coming your way. Yes, your new stock of CHROMTRIM metal mouldings will be coming to you wrapped in red — each length individually wrapped in an eye-stopping red-striped jacket.

Your customers can't miss REDdy JACKET — and you can't miss making more sales and profits.



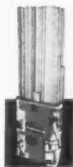
But That's Not All . . .

You get the benefit of more "merchandising firsts" with CHROMTRIM. Not only the first *distinctively colored wrapping* . . . but also the first consistent national magazine advertising built around *real* brand identification.

The first ads will be out this month—in a whole string of home-owners' magazines. More coming—watch for later announcements.

Meanwhile—

How's your stock of CHROMTRIM? Tell your distributor to fill up your CHROMTRIM Merchandiser with CHROMTRIM in the new red jackets. * Your customers will have their eyes out for the red—so be "reddy" for them. R.D. Werner Co., Inc., 295 Fifth Avenue, New York 16, N.Y. In Canada: R.D. Werner Co., Ltd., Oshawa, Ont.



Haven't got a CHROMTRIM Merchandiser?

You can now get this attractive merchandiser at no extra cost with the new 14/60 Deal—in which you get your choice of any 14 of our 38 new consumer shapes, both aluminum and stainless steel. Send coupon for complete details and your free CHROMTRIM Style Selector to help you choose the 14 styles you want.

LOOK FOR THE MOULDINGS IN THE RED-STRIPED JACKETS

Chromtrim
METAL MOULDINGS
Easy to Buy.. Easy to Apply



Attention, Dealers—"Trim-It-Yourself" Plan Service with FREE CHROMTRIM Project Plans to use as a giveaway to your customers is now available. Send coupon for complete details.

R. D. WERNER CO., INC., Dept. 585
295 Fifth Avenue, New York 16, N. Y.

- ☐ Please send me absolutely FREE your CHROMTRIM Style Selector plus complete details of your 14/60 Merchandiser Deal.
- ☐ Please send me at no cost details on your "Trim-It-Yourself" Plan Service with FREE project plans for my customers.

Name _____
Company _____
Address _____
City _____ State _____
Distributor's Name _____



TOM
HENDERSON

TOM HENDERSON
FAMOUS COLLIER'S CARTOONIST

"Gerald forgot the ladder Ma'am,
but I remembered that . . .

Everything Hinges on Hager!"

© 1949



C. HAGER & SONS HINGE MFG. CO. • St. Louis, Mo.

FOUNDED 1849 — EVERY HAGER HINGE SWINGS ON 100 YEARS OF EXPERIENCE

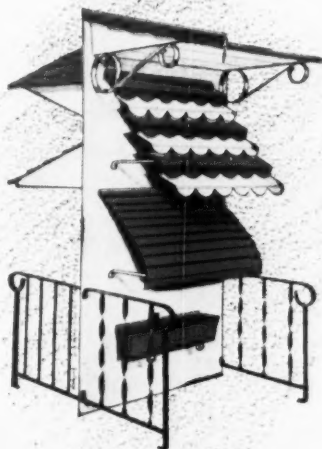
WANT TO MAKE EXTRA PROFITS? SELL HOME BEAUTY!

Send for **NEW**
Spring Catalog Free

Every home owner in your area will spend money to beautify and add value to his house this year. Join the thousands of wide-awake dealers who profit with Fawasco's nationally advertised low priced door canopies, aluminum awnings, porch railings, window shutters and many other products. The new catalog illustrating Fawasco products in beautiful color combinations is yours for the asking. Write for it today and make extra profits tomorrow.



COMPLETE DISPLAY UNIT ONLY 69.50
**SETS YOU UP
IN BUSINESS**



Yes — you can actually set up a compact display of Fawasco packaged beautifiers for only \$69.50! No need to stock merchandise — order as you sell. Fawasco's quick service guarantees prompt deliveries to your customers. When they see — they'll buy. Send for this display today.

FAWSCO — Cuyahoga Falls, Ohio

☐ Please rush free catalog, prices and more information about your display offer.

☐ Ship us complete display unit, F.O.B. Cuyahoga Falls, consisting of:

- | | |
|------------------------------------|---|
| 1 Westwind Canopy (Red & White) | 1 Slant Canopy (Green & White) |
| 1 36" Coronet Awning (Red & White) | 1 38" Day-View Awning (Green & White) |
| 1 20" Window Canopy (Blue) | 1 Pr. Shutters (Green) |
| 1 Flower Box (Red) | 1 Pr. 30" Utility Railing and a supply of dealer helps. |
| 1 Pr. 30" Standard Railing | |

☐ Check enclosed

☐ Ship open account

Credit references enclosed

Company _____

Address _____

City _____ State _____

This offer good only until April 15, 1950.

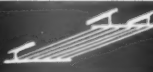
SEND COUPON TODAY!

FAWSCO MANUFACTURING DIVISION

FALLS STAMPING & WELDING CO.



FAWSCO



1705 FRONT STREET

CUYAHOGA FALLS, OHIO

MARCH, 1950 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

11

A FULL LINE... A FINE LINE... A LINE WITH HIGH CONSUMER ACCEPTANCE

YOU'LL
GO PLACES
WITH Westinghouse

The PROFIT-BUILDING FRANCHISE for BUILDING SUPPLY DEALERS

You can pick up a mighty tidy piece of business by becoming "Westinghouse Appliance Headquarters".

Competition among builders is stimulating installation of electric home appliances in today's houses. And builders, like retail customers, have become mighty brand-conscious. They know that a name like Westinghouse is a great sales "plus" for them. With a Westinghouse Full-Line Franchise you can offer a "one-stop shopping service" that saves the builder time.

So, why not team Westinghouse with your name, in your home town? It's bound to result in greater sales and bigger earnings, now, and in the years to come.

Investigate Your Profit Possibilities with Westinghouse

MAIL COUPON TODAY!

Westinghouse Electric Corporation
Appliance Division, Mansfield, Ohio

I would like to hear the full Westinghouse Franchise story. Please have Distributor's representative call.

Name _____

Firm Name _____

Street _____

City _____

State _____

5888

YOU CAN BE SURE..IF IT'S
Westinghouse



Association Directory

Associations serving Building Supply Dealers in
Southern and Southwestern states—and served
by SOUTHERN BUILDING SUPPLIES

Alabama Building Material Exchange—519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. 7-3195. President: W. Thornton Estes, Birmingham, Ala.

Arkansas Association of Lumber Dealers—727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: Jack R. Grobmyer, Little Rock, Ark.

Carolina Lumber and Building Supply Association—114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. 2-4921. President: C. G. DesChamps, Spartanburg, S. C.

Florida Lumber and Millwork Association—310 Chamber of Commerce Building, Orlando, Fla. Secretary-Treas.: Mrs. Marie M. Bennett. Tel. 2-3761. President: R. D. Morris, Jacksonville.

Kentucky Retail Lumber Dealers Association—Knott Building, Lebanon, Ky. Secretary: Donald A. Campbell. Tel. 74. President: Ben F. Eubank, Lexington, Ky.

Louisiana Building Material Dealers Association—528 Florida Street, Baton Rouge, La. Secretary-Manager: R. Needham Ball. Tel. 2-4080. President: Ivy C. Jordan, Monroe, La.

Lumber and Supply Dealers Council (Georgia)—1925 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. CRescent 6455. President: Charles H. Girardeau, Atlanta.

Lumbermen's Association of Texas—Second National Bank Building, Houston 2, Tex. Executive Vice-President: Gene Ebersole. Tel. PReston 9157. President: W. H. Henderson, Fort Worth, Tex.

Middle Atlantic Lumbermen's Association—1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PEnnypacker 5-5377. President: Claude G. Ryan.

Mississippi Retail Lumber Dealers Association—650 South State Street, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: W. L. Solomon, Belzoni, Miss.

National Retail Lumber Dealers Association—302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NATIONAL 6757. President: C. B. Sweet, Longview, Wash.

Oklahoma Lumbermen's Association—815 Leonhardt Building, Oklahoma City, Okla. Industrial Manager: W. M. Morgan. Tel. 7-0338. President: Walter Hinton, Altus, Okla.

Southern Sash and Door Jobbers Association—209 Sterick Building, Memphis 3, Tenn. Secretary-Treasurer: Clark E. McDonald. Tel. 8-4588. President: Charles E. Hughes.

Southern Wholesale Lumber Association—McMillan Bank Building, Livingston, Ala. Secretary-Manager: Robert F. Darrah. Tel. 3051. President: C. E. Klumb, Crystal Springs, Miss.

Southwestern Lumbermen's Association—512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: Allan T. Flint. Tel. VICTOR 2265. President: Charles H. Kemper, Troy, Mo.

Tennessee Building Material Association—106 East Fifth Avenue, Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: T. O. Lashlee, Humboldt, Tenn.

Virginia Building Material Dealers Association—3303 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: Ernest L. Whitehurst, Norfolk, Va.

West Virginia Lumber and Builders Supply Dealers Association—P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: Earl Lilly, Beckley, W. Va.

Southern BUILDING SUPPLIES

MARCH, 1950
Vol. V No. 3

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806 Peachtree St., N.E., Atlanta 5, Ga.

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BUFFALO: J. D. Parsons, 63 Barker St., Tel. Garfield 5532.
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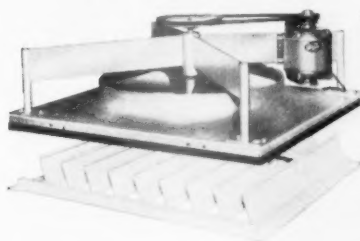
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LOW-COST HOME COOLING IS HERE!



**New Hunter Package Fans
priced to fit economy homes**

LOOK AT THESE FEATURES

- Easily installed
- Quiet and powerful
- Automatic ceiling shutter
- Certified PFMA air ratings
- 2 sizes—4750 and 6800 CFM
- Fits low ceiling attics
- Hunter quality construction

Write or wire for catalog and name
of nearest Hunter distributor

Hunter Fan and Ventilating Co., 394 S. Front St., Memphis, Tenn.

HUNTER

Package Attic Fans

It Pays to Sell

MUSTANGS — the newest asbestos siding shingles developed by engineering research — are manufactured in the most modern plant of its kind in the country. **MUSTANGS** are products of visible distinction. You make quick sales, profitable sales, when you become a **MUSTANG** dealer.



MUSTANG

Asbestos Siding



MUSTANGS Shed Water Like a Duck's Back...

A special coating of waterproofing enables **MUSTANGS** to shed water like a duck's back. **MUSTANG** sidewalls are made new again by every rain that washes off dust and dirt.



MUSTANG Advertising Helps YOU Make Sales...

Behind this premium asbestos siding is **MUSTANG's** cooperative dealer advertising campaign. Hard-selling newspaper ad mats, radio spots, job signs, truck signs, direct mail folders, envelope stuffers, dealer identification signs—all are included in the **MUSTANG** dealer merchandising campaign.

Why

MUSTANGS SELL

MUSTANGS are beautiful — catch the buyer's eye.

MUSTANGS come in five beautiful colors — white, gray, green, buff and brown.

MUSTANGS are processed to shed water.

MUSTANGS are tough ... resist breakage.



THE ASBESTOS COMPANY OF TEXAS

P. O. Box 1082 • Houston 1, Texas

Rush us a free sample of **MUSTANG** Asbestos Siding Shingle plus your **MUSTANG** Merchandising Program for building material dealers.

NAME _____

ADDRESS _____

MAIL TODAY

Free Sample

Full Facts

Ad No. 103

The New Way

DISTRIBUTORS of material handling equipment in the South find business better now than it has ever been. In fact, they are having to disappoint many customers with the news that it will be weeks instead of days before they can deliver the more popular types of straddle and lift trucks, and conveyors.

The reasons for this somewhat of a sellers' market in the material-handling machinery industry are several. One major Dixie distributor enumerated these reasons:

Many men who served in World War II learned how to use such labor-saving machinery in the service and determined to put it to work in their own lumber yard or factory when they returned.

Many companies have accumulated profits in recent years which they are investing in machinery that will increase their ability to move goods and to reduce handling costs in the competitive market ahead.

Although most lumber yards and other firms were already paying their help more than the new 75-cent-an-hour minimum wage, they have concluded that the trend is inevitably upward so they are buying material handling equipment to stabilize costs now and to protect themselves against paying even more to move goods to consumers.

It is no wonder, then, that at several conventions this spring—such as those for retailers at Savannah and Galveston and for manufacturers at New Orleans and Montgomery—a popular feature promises to be the demonstrations and exhibitions of straddle and fork trucks, gravity and powered conveyors, stackers, and other material-handling devices.

There businessmen concerned with rising handling costs and eager to speed up their service to the public will be able to get first-hand facts. And there they can make decisions that may turn them to the New Way of distributing materials in the South.

▶▶▶ Fair Way for FHA

AMONG the sensible proposals that came from the annual convention of the National Association of Home Builders in Chicago last month was one that deserves the support of every citizen and unanimous action by all members of Congress genuinely interested in efficient, economical government. That proposal is for Congress to place the lending authority of the Federal Housing Administration on a three-year basis instead of requiring Congressional approval annually.

Nearly every year since World War II ended, one major section (Title) of the National Housing Act or another has been allowed to expire for a few days or weeks or months, while the House or Senate pocketed or wrangled over extension or modification of the lending procedure.

This has caused confusion among the federal employees concerned. It has caused consternation among the builders and other businessmen concerned. And for many homebuyers or owners it has actually increased the cost of their residences due to delays in construction and continued payment of stiff rents or inability to trade their old dwellings at top market prices.

We can't think of a single good reason why lending authority that obviously will be continued, should be allowed to expire and cause commercial chaos. We hope Congress hereafter will decide to extend permanent lending Titles on a three-year basis instead of annually.

Irrepressible QUOTATIONS

"I THINK we should ask ourselves this question right now," declared Herman W. Steinkraus, president of the Chamber of Commerce of the United States, in a January 10 address before the Pittsburgh Chamber of Commerce. "With the highest rate of national income in our history, and the highest level of taxes in our history, and the largest federal debt in our history, and the biggest threat to the future of democracy in its history, is this the time for greater spending, and greater taxes, and greater deficits? Or is it about time to stop that course, reverse the direction in which we are going, and resist the demands for still greater benefits for all—out of the public purse?"

—S*B'S—

"WE CAN NOT afford to waste time or money on uncoordinated, piecemeal research typical of that done on housing in the past," William H. Sheick, executive director of the Building Research Advisory Board of the National Research Council, Washington, D. C., told industry men attending a recent short course in homebuilding at the University of Illinois. "This means that we must think through the entire research pattern to define its problems and the areas of activity in which each segment of the building industry can do the part for which it is best suited. This means that industry, government, and the independent research agencies must establish means of working together. To arrive at the over-all concept so necessary to success, we must talk common sense rather than technical gobbledygook. We must be sure everyone understands what is to be done and why."

—S*B'S—

"TO PRESERVE the virtues of the competitive free-enterprise system, we must do everything possible to strengthen small business," U. S. Secretary of Commerce Charles Sawyer recently told the National Credit Conference of the American Bankers Association in Chicago, Ill. "There is no formula, no panacea for strengthening small business. We must approach the problem in various ways. Any program carried out by the government in the interest of small business must be a balanced program, and it must have the support of all businessmen."



Make Friends...Make Money ...feature **WELDTEX** siding

Here's an unique, modern building material that can be an important money-maker for you.

Every lumber dealer knows that when he can offer a material that's sure to satisfy homeowners...that saves everybody money...and that makes a builder's work easier and more profitable...he's got an item that will sell. *Fast!*

Look how Weldtex® Siding meets those qualifications:

It's strikingly beautiful. The patented Weldtex striated surface com-

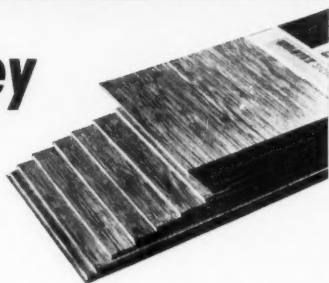
bines modern beauty with the traditional appeal of cedar shakes.

It's unusually practical. Weldtex Siding takes paint or other exterior finishes perfectly...it makes an unusually weathertight job with a minimum of seams. It's approved by FHA for Federal Housing jobs.

And it's economical...for builder and buyer. Weldtex Siding has been reported to reduce labor costs as

much as 70 per cent...and to save as much as \$60.00 in the siding cost of a small house. This is because only 22 of the big panels (4' wide x 15 7/8" long x 3/8" thick) will cover an entire square of surface.

It will pay you to get complete information now on Weldtex Siding. Write or phone your nearest Weldwood distributor for full details so you can place your order soon. Or write us for descriptive folder.



WELDWOOD Plywood

Weldwood Plywood is manufactured and distributed by:

UNITED STATES PLYWOOD CORPORATION U.S.-MENDEL PLYWOODS, INC.
New York 18, N. Y. Louisville 1, Ky.

Distributing units in Albany, Baltimore, Boston, Brooklyn, Buffalo, Chicago, Cincinnati, Cleveland, Detroit, Fresno, Glendale, Hartford (East), High Point, Indianapolis, Knoxville, Los Angeles, Milwaukee, Newark, New Hyde Park (L. I., N. Y.), New York, Oakland, Philadelphia, Pittsburgh, Portland, Ore., Richmond, Rochester, San Francisco, Seattle, Spokane, St. Paul, Washington, D. C. Also U. S.-Mendel Plywoods, Inc., distributing units in Atlanta, Birmingham, Dallas, Houston, Jacksonville, Kansas City, Kans., Louisville, Memphis, New Orleans, San Antonio, St. Louis, Tampa. In Canada: United States Plywood of Canada, Limited, Toronto. Send inquiries to nearest point.

Weldwood® Hardwood Plywood
Douglas Fir Weldwood
Mendel Flush Doors
Douglas Fir Doors
Overhead Garage Doors
Molded Plywood
Armorply® (metal-faced plywood)



**Plastics and Wood
Welded for Good**

Tekwood® (paper-faced plywood)
Weldwood Glue® and other adhesives
Weldtex® (striated plywood)
Micarta®
Flexwood®
Fizite®
Weldwood Fire Doors
Weldwood Flush Veneer Doors

*Reg. U. S. Pat. Off.

Interior grade Weldwood Plywood is guaranteed for the life of any building in which it is installed

In this Florida lumber yard, modern lift trucks

MOVE MATERIALS LIKE *Trojans*!

JIMMIE MACK, an outstanding lumber and building material dealer in Hollywood, Fla., has found out the best way to move building materials at minimum cost—with fork-lift trucks and palletized or packaged with steel straps.

Constantly at use in his three-city-block yard and plant in Hollywood are three lift trucks of different capacities and makes. They include a 2-ton Towmotor, 3¾-ton Hyster, and 6-ton Ross lift truck.

However, the president of the Mack Lumber Company is the first to admit that "conditions, naturally, are different in every yard where lift trucks are used. But we know of no yard that is using them that doesn't feel they are the finest pieces of equipment and time-savers that the yard has.

"There is no doubt but that a fork-lift truck can do more, do it faster and more efficiently than the same work can be done by hand.

"The important thing, of course, is to arrange the yard and warehouses in such a manner that your

Mack's men find it easy to stock-pile heavy and bulky galvanized road mesh with the Hyster lift truck seen in action at right. The truck's forks slip into the rolls to hoist and move them!

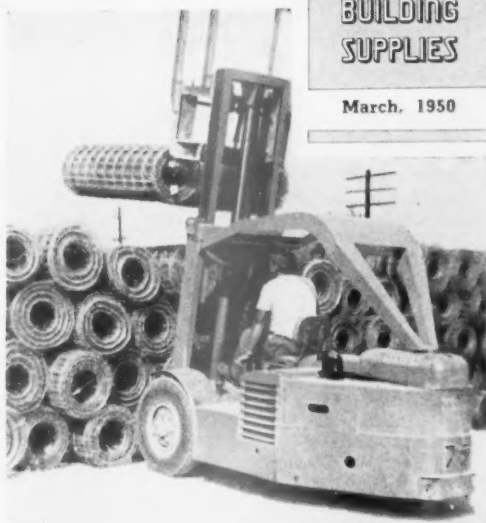
lift truck can operate properly. The more the lift truck is in use, the quicker it will pay for itself.

"As near as we can figure, we feel that these units will amortize their cost within a period of three years."

Mack emphasized that "good pavement and driveways are essential to lift-truck operation." He had the drives in his modern Florida yard, located alongside the main line of the Florida East Coast Railway, paved with asphalt.

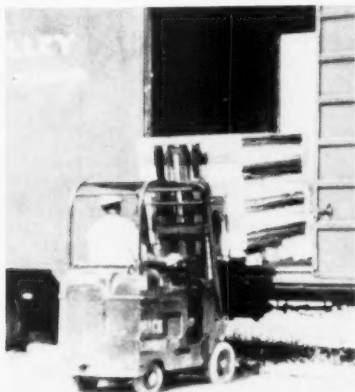
**SOUTHERN
BUILDING
SUPPLIES**

March, 1950



This dealer and his first assistant, Charles W. Martin, contrive to use their three lift trucks in every way possible to reduce the touching and handling of materials by employees.

On flat or in box-type pallets, they have the truck operators to stock-pile in the yard or warehouse all types of heavy and bulky materials—galvanized road mesh, gypsum lath, plywood, wallboards, farm drain tile, concrete slumped brick, common brick, nails, roof-



Mack's Hyster lift truck, above, stock-piles two pallets of bricks at a time. The bricks are stacked on the pallets in freight-car door, 500 bricks to the pallet. Later transfer to delivery trucks—or direct delivery to near-by jobs—is just as easy for one man with the truck. At left, the Towmotor lift truck pulls away from a freight car with a pallet of 60 bundles of gypsum lath, to wheel it to warehouse.

ing felt, bag goods, and many less common items.

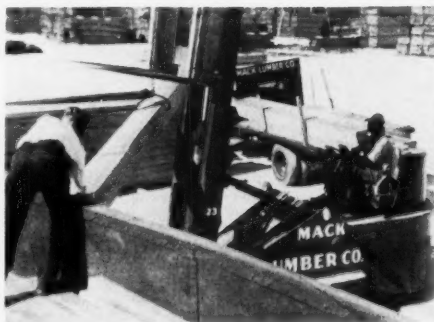
Mack has arranged for delivery of certain of these items palletized for quicker and cheaper handling. Materials come in by freight train and truck in this easier-to-handle way.

Much lumber is shipped to the Mack Lumber Company now steel-strapped for unloading, stock-piling, and delivery by lift truck. The boards and dimension that come unpackaged are stacked 100 pieces to a unit on stocking blocks. Then lift trucks wheel them away to storage yard or delivery truck one to three "packages" at a time.

A lift truck is used to hold up the units while the stocking blocks are removed before steel-strapping for packaged delivery on one of Mack's three dump trucks.

This dealer has found that periodic servicing of his lift trucks—or preventive maintenance—keeps down costs.

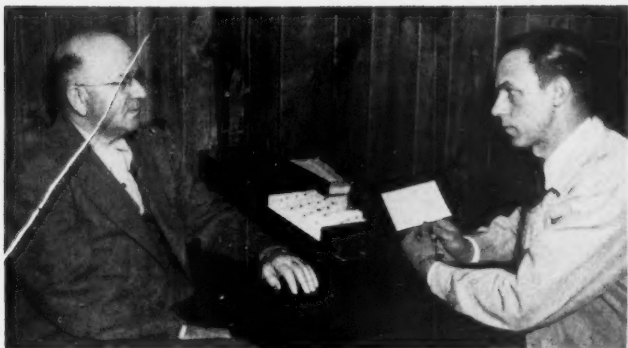
The new store, offices, and warehouse of the Mack Lumber Company are just as modern as the material-handling methods. But that's another story!



Mack's experienced operators use all three lift trucks to remove lumber from freight cars; to stock-pile it, place it on a delivery truck, or carry it straight to building site! Above, the Ross truck moves up with three 100-piece "packages" of 2x4's, fresh from freight car. At left, the Ross truck unloads 12x12 yellow pine timbers.



The packaging of lumber with steel straps is a major step in economical handling by powered lift trucks. Upper left, a small package of miscellaneous lumber is banded with steel straps before loading on truck. At right, the Towmotor transfers to delivery truck a package of lumber. Later the bag goods were dropped off for one customer, then this lumber package was dumped at another job site. One of the Mack delivery hydraulic dump trucks is seen in action at left. The "solid" load of 20-foot 2x12 fir lumber is tilted and gently slid down at the construction site.



Simple Card File Assures **CREDIT CONTROL**

"OUR CUSTOMERS' requests for credit jumped between 20 and 30 per cent last year," asserts Burke E. Wilson, co-owner and president of the Wilson Brothers Lumber Company in Rural Hall, N. C. "And payment of accounts runs up to 30 days slower than in 1947 and '48 — both top collection years."

Wilson and his brother, T. Reuben Wilson, who is co-owner and secretary-treasurer, have worked out credit policies which have proved successful through lean and prosperous years.

Their most recent innovation is a "credit file," started in 1948. "This has proved so helpful," Burke Wilson declares, "that I wish we had started it back in '21, when I joined the company."

Whenever credit is granted to a new customer, Wilson Brothers start a record for him on a card in the credit file. This card lists the customer's name, address, business, and the terms and limit of credit to be granted. The card also lists years from 1948 through 1958. Beside the year are written the customer's highest credit during the year, a rating, and further remarks regarding him as a credit risk.

Ratings are made according to the length of time the customer takes to pay his bill.

Payment by the tenth of the month entitles him to a two-per-cent discount and a rating of "good."

Within 60 days—satisfactory.

By H. G. MATTHEWS

From three to four months—slow.

Four months—very slow.

A payment later than four months is rated "bad" and the firm discontinues credit for the customer involved.

This file is simple to keep, requires little time, and is being used more each month by the firm.

Even after 18 months of use, Wilson Brothers' credit file contains the names of more of its customers than do the files of the Merchants Associations of Winston-Salem and other near-by towns. "The Merchants Associa-

tions even call us for ratings from our credit file at times," Wilson says.

Wilson employees always emphasize that customers, by their payments, set their own credit ratings.

Wilson and W. D. Craft, who helps buy and sell, must approve all requests for credit. To help them keep posted on bad credit risks, they read the J. P. Jones Financial Report. This semi-monthly publication contains records of deeds, deeds of trust, law suits for overdue debts, judgments, and other running financial data of Forsyth county.

Wilson Brothers build many homes, in addition to selling a complete supply of materials in the Winston-Salem area. Nearly all of these homes, or large amounts of materials, are financed through Wilson Brothers—at least until construction is completed and an FHA or other type loan can be arranged.

Associate companies of the Wilson Brothers Lumber Company, in which the Wilsons own controlling stock, are the Forsyth Realty Company, Inc., started in

(Please turn to page 80)

W. D. Craft holds a card, in picture above, from the credit file at Wilson Brothers Lumber Company to check a customer's credit rating with T. Reuben Wilson, co-owner of the firm. The system takes little time to keep and it is so efficient that credit bureaus from near-by towns call Wilson Brothers for credit information. At left, Burke E. Wilson, brother of Reuben and co-owner, draws up a deed of trust to help a customer finance a home remodeling job.



GYPSUM BOARD -

ITS SALE AND USE

Many building material dealers still can't obtain as much Gypsum Board as they can sell. But all dealers should be familiar with the uses and application of this magic building product

FIREPROOF, durable, economical, easy to handle and decorate, Gypsum Board is gaining increasing acceptance daily in the building industry and among consumers. In fact, the demand is so great now that the question uppermost with building material dealers concerning Gypsum Board is:

"How can I get some more?"

Few will venture to predict when the present systems of allo-

cations by manufacturers will end. When they do, the building material dealer who knows how Gypsum Board is stored and handled, how it is applied, and how to display and advertise it best will profit most through sales of this versatile product.

Gypsum Wallboard is now used in practically all types of construction.

R. D. McGaughey, of the Henry A. Beck Construction Company, Atlanta, Ga., said his company uses it successfully for office partitions in industrial plants, such as the new Atlanta Paper Company building.

The Daniel Construction Company, Greenville, S. C., employs Gypsum Wallboard in village homes for workers in the textile in-

dustry. Built from 20 or more plans, these houses are not prefabricated or uniform in appearance, and some cost as much as \$14,000.

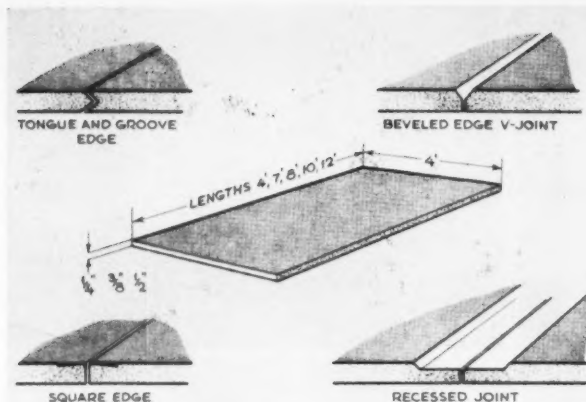
In private residential building, according to H. F. Alexander, B. A. Martin Construction Company, Atlanta, use of Gypsum Board is just beginning to be accepted by consumers. He said that his company favors use of Gypsum Wallboard in homes because it is almost crack-proof.

However, Gypsum Wallboard has been accepted widely for new and old construction in Texas, California, and the New England states for many years.

Because it eliminates the drying time and other inconveniences that go with plaster construction, Gypsum Wallboard is a choice material for remodeling work.

Public acceptance of other

The Sherrill Lumber Company makes good use of the cutaway Sheetrock display supplied by the United States Gypsum Company—one of many manufacturers who provide dealers with display and handout sales aids. At left, H. G. Sherrill explains to a customer how Gypsum Board may be painted or covered with wallpaper.



WIN WITH WALLBOARDS!

No. 3

forms of Gypsum Board is even greater!

Gypsum Lath has outstripped all other types of lath because it offers fire protection, a good plaster bond, structural strength, and speedy application.

Gypsum Board Sheathing, which now comes water-repellent as well as economical and easy to install, has grown in favor with builders.

This type actually costs less than any other form of sheathing. It should find increasing demand among the general public when the manufacturers begin to advertise it extensively.

All types of Gypsum Boards consist of gypsum plaster encased in paper. Only Gypsum Wallboards come with the face sized for quick painting. The highly calendared face takes any type of decoration.

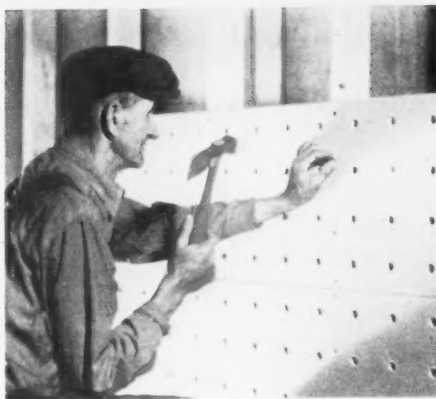
The paper case of Gypsum Lath is a softer, porous paper, while the Gypsum Sheathing case is of tough, water-repellant paper.

Gypsum Wallboards come in thicknesses of $\frac{1}{4}$ ", $\frac{3}{8}$ ", and $\frac{1}{2}$ "; and in lengths of 6, 7, 8, 9, 10, 11 and 12 feet. They are available with square, beveled, or recessed edges. The standard width is 4 feet.

A product of the late war is Laminated Gypsum Wallboard. Formed by the application of a cement between two sheets of board at the scene of construction, it has been proved strong enough in building walls to require support at floor and ceiling only.

Gypsum Wallboard is now available from several manufacturers with a variety of decorative finishes—wood-grained and tile patterns. These are erected vertically on side walls and as needed on ceilings, preferably across the framing. When wood strips or

Perforated Gypsum Lath provides an exceptional bonding key for plaster. It is fireproof and has great structural strength — as have the plain and insulated types of Gypsum Lath. Manufacturers' instructions should be followed in the use of all three products.



other paneling is used, the boards are erected vertically on the side walls. When possible, boards should span the full distance from floor to ceiling.

Gypsum Wallboards now are usually erected horizontally, from the ceiling down, to reduce the number of joints and lower labor costs. When applied horizontally, full-length panels should be used to keep the number of joints to a minimum. Panels should extend above and below openings to avoid "piecing."

In applying Gypsum Wallboard, it is important to follow the directions of the manufacturer. There is little cause for complaint when this is done, say dealers and contractors.

Gypsum Board can be cut by scoring or sawing. The scoring is done on the face with a sharp knife along a straight edge. Then the board is snapped backward against a support at the scored place. When the core has been broken, the paper on the reverse

side is then cut along the newly-formed crease. Sawing is done with a hand-saw and with the the Gypsum Board face side up.

For $\frac{1}{4}$ " and $\frac{3}{8}$ " wallboard, use 4d, 14 gage, cement-coated regular flathead nails $1\frac{3}{8}$ " long. Allow seven pounds of nails per 1,000 square feet of board.

For $\frac{1}{2}$ " wallboard, use 5d, 13 $\frac{1}{2}$ gage, cement-coated regular flat-head nails $1\frac{3}{8}$ " long. Allow 10 pounds per 1,000 square feet of board.

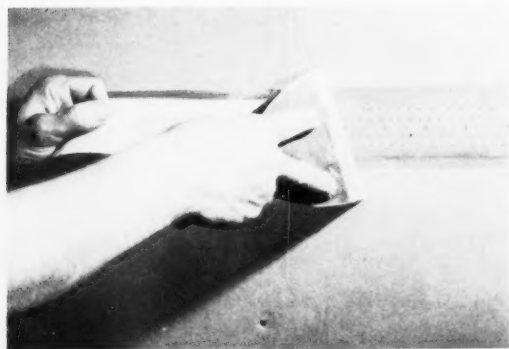
When board is applied over plaster, as in remodeling, nails should extend through the plaster into the framing members.

If studs or other framing members are spaced 12 or 16 inches on center, use Gypsum Board at least $\frac{3}{8}$ " thick. If framing is spaced 20 or 24 inches on center, use Gypsum Board at least $\frac{1}{2}$ " thick. Use headers to provide backing where necessary.

When Gypsum Wallboard is applied to both ceiling and walls, ceiling construction should be done first and then the wall application, starting at the top and working down.

Nails should be placed not less than $\frac{3}{8}$ " from edges and ends of wallboards, and spaced five to seven inches apart on ceilings.

(Please turn to page 52)



The jointing of Gypsum Wallboard is the biggest problem. The nailing of the boards before taping also demands special attention. By following the instructions of manufacturers, mechanics may skillfully cement and tape the joints of boards so that they appear to be a seamless plane—and ready for attractive finish. (Photographs on this page courtesy of United States Gypsum Company.)



DEPARTMENT grows into a STORE

THE SALE of building materials became such a substantial part of his Reeves Hardware Company business in Clarksville, Ga., last year that J. Randolph Reeves decided to erect a new fireproof building and open up the Reeves Builders Supply Company.

The inviting and convenient store that resulted is pictured on this page.

Reeves opened his hardware business in Clarksville, Haber-

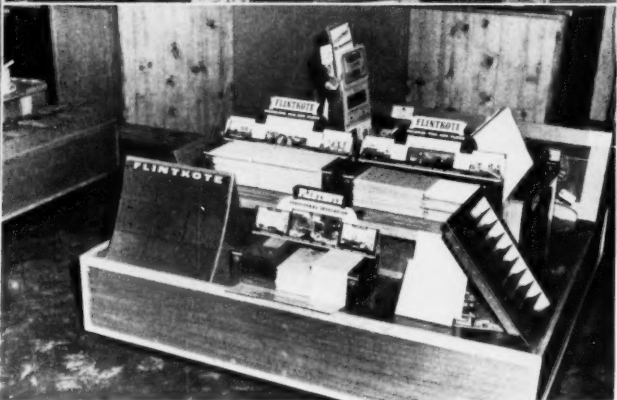
sham county seat, in 1927. In 1944 he organized the Reeves Truck and Tractor Company. In 1947 a new building for his Reeves Hard-

ware Company and Reeves Furniture Company was completed.

But since it was not fireproof (Please turn to page 78)



Randolph Reeves, president of the Reeves Builders Supply Company in Clarksville, Ga., is seen above entering his new store through the foyer that is enhanced with glass block panels. The entire store is finished in two-toned insulating-board planks and panels. At upper right, James Robert Reeves serves a customer from wall shelves.



HOW A SMALL - TOWN STORE

Lures Patrons from City Dealers

By L. H. HOUCK

IN A TOWN of about 250 people, two young World War II veterans have run their lumber-yard volume up to big-city size in less than three years—largely by drawing trade from out-of-town competitors.

Since Ray and Lawrence Haslag, co-owners of the Koetting Lumber Company in Bonnotts Mills, Mo., purchased the small-town yard and hardware store from their grandfather, more and more customers have started driving 25 miles or more to get materials they could buy at home.

To set what is probably a record volume for a small town, the Haslags have established an unusually informal atmosphere in their store. Customers often wait on themselves. Sometimes while the partners are busy at the back of the yard, customers help themselves and leave a signed note stating what they got.



Mail-order catalog prices, which are usually met and frequently bettered, are being discussed above. In the picture above, the customer points out an item he wants to Ray Haslag, co-owner. When all salesmen are in the yard, customers frequently help themselves in the store and leave a note about what they have carried with them.



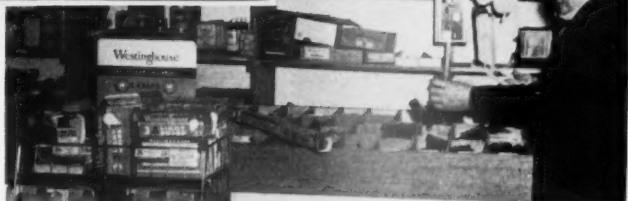
Some members have attended the "Hot Stove League"—an informal get-together held each morning from 7 to 8 at the Koetting Lumber Company—so often that they even have their names on the chairs. The store's informal neighborliness draws many customers from near-by towns to Bonnotts Mill, Mo., a town of 250 people.

From 7 until 8 o'clock every week-day morning, the Koetting Lumber Company's "Hot Stove

League" meets in the office to discuss hot topics of the day. The meetings are attended by farmers, bankers and other townsmen. And almost any wife whose husband is missing at this hour, assumes he's "at the lumber yard."

A frequent subject is taxes. Some members have attended so regularly that they have their names on the back of their chairs. Little attempt is made to do business during this morning discussion, but the Haslags feel that it pays off later in sales.

Interest in the morning meeting—which is often loud and sprinkled with salty expressions—



has grown so much throughout the territory that a meeting is hardly ever held without a new member. Every customer who gets to town during "meeting time" usually attends.

Once the meeting is over, many customers help themselves to something or tell one of the Haslags or Chris Schmitz, yard and truck superintendent, "I'd better take a couple more rolls of that roofing."

This yard keeps all the latest mail-order catalogs on file. Many of their customers buy by using the specifications in one of these catalogs.

For example, two dozen orders for lumber and building supplies were in the mail one typical morning. One woman ordered a glass door and, to be sure they sent her what she wanted, she attached the picture out of a mail-order catalog.

Shortly after the mail was opened a "Hot Stove League" customer said to Ray Haslag: "Ray, I need one of them things that . . . darn it, give me the catalog and I'll show you what I want . . . I wouldn't expect you to know without seeing a picture."

Another customer came in and looked around with uncertainty. A friend by the stove called to him, "throw your old hat in the middle of floor and you'll get anything you might be looking for."

Virtually all mail-order house prices are met—and some are bettered—by the Koetting Lumber Company.

Customers quite often ask the Haslags what they can do about a Kansas City mail-order price. One customer, who wanted to buy a roll of roofing, showed them the Kansas City price on the kind he wanted, \$3.49.

"Our price is \$4.49 a roll," the Haslags told the customer. "But the freight on roofing



Are Your Farm Buildings Adequate?

- WILL YOUR BUILDING NEED NEW ROOF, REPAIRS OR PAINT?
- WILL YOUR CHICKEN HOUSE BE WARM AND DRY THIS WINTER?
- OR IS IT YOUR HOME THAT SHOULD RECEIVE FIRST CONSIDERATION?

WE HANDLE EVERYTHING IN THE BUILDING LINE . . . COME IN AND TALK OVER YOUR NEEDS WITH US.

KOETTING LUMBER COMPANY

PHONE

BONNOTS MILL, MO.



Most of Koetting's customers are farmers and rural home-owners. Ads like that above are slanted toward their interests. Lawrence Haslag, left, and Ray Haslag, brothers and co-owners, check the morning mail. Almost 20 per cent of the store's sales are from mail orders. Koetting personnel, seen below, left to right, are: Ray Haslag, manager; Lawrence Haslag; Chris Schmitz, yard superintendent, and Phil J. Locke.

from Kansas City here is \$1.00 a roll, as you know—and you'll have to wait for it and then come to town for it. Ours is ready to load into your truck!"

The company got stuck, however, trying to supply another customer who had selected a certain pattern of linoleum from a catalog which said it was in stock in Jefferson City. The customer would not accept any other pattern and the yard couldn't supply it. So the Haslags did an unusual thing. They picked up the linoleum in Jefferson City on their next truck trip, and delivered it to the customer at the price he would have paid for it if he had gone after it himself.

"He was a good customer and bought a lot of stuff from us and I couldn't see why we couldn't do him this favor," said Ray. "Anyway, it was a lot better for us to buy it for him than to have him go there, as he might have bought other things while there! This way, he knows we did him a favor—because we value his business."

So many new customers who

(Please turn to page 70)



THE JOBBER'S PLACE

in the Distribution of Building Materials

By **CHARLES E. HUGHES**

**President, Southern Sash
and Door Jobbers Association**



FOR THE SASH and door jobbers, the last half of 1949 was better than the first half. I believe the first half of 1950 will be better still, although I cannot foresee what the last six months will bring forth. I believe there is a possibility of several years of good business ahead.

I say this in the face of increased competition and the gradual decrease in "easy money."

The Southern Sash and Door Jobbers Association, through an inter-industry relations drive, has made progress in convincing manufacturers that their best market is reached through reputable jobbers. I believe we have made considerable gains and that many manufacturers have come around to our point of view.

In our contacts with the manufacturers we stress these advantages of dealing with jobbers: complete coverage; frequent trade contacts; lower inventories for manufacturer; few accounts to handle; savings on collection costs and credit losses; savings on cost of sales and deliveries; influence of jobbers on brand choices; personal contacts of jobbers; purchases by jobbers permitting steadier production; faster introduction of new items by jobbers; jobbers' knowledge of local conditions and buying habits; advertising and merchandising by jobbers of manufacturer's line.

Our organization now needs to further cement our relations with the retail dealers. The trend is toward greater use of jobbers as the practical and efficient means of getting the best material and service to the consumer.

To dealers we offer advantages as follows:

Immediate availability of stocks.
Faster deliveries. One source of many items.

Saving in stock room space.
Less money tied up in inventory.

Less "paper work."
Simplified purchasing.
Lower transportation costs.
Emergency service.
Sales and merchandising help.
Ready information on products.
Credit extension.

Our Southern Sash and Door Jobbers Association has 79 members in 18 Southern states, including Texas. Our purpose is to maintain a smooth operation between manufacturers, jobbers, and dealers, and to keep abreast of the times and changes in the industry.

A problem facing our members is competition by "Johnny-come-lately" jobbers. We do not object to wholesome competition from capable jobbers. But many newcomers expect to succeed without adequate capital or background of experience. They cut prices to their own detriment and that of other jobbers.

A successful jobber has behind him a great deal of experience

and know-how, besides a large amount of capital. In my opinion, a good sash and door jobber can not operate without at least \$100,000. Newcomers who meet these requirements will remain and benefit the industry.

A good jobber knows trends, markets, and prices. Some newcomers have little to offer but low prices. Their activities only reflect upon other jobbers who have proved their worth.

On the other hand, companies like the Southern Sash and Door Company in Greenville, S. C., always seek to get better materials for their customers. My own company, for instance, did not adopt mixed woods when these were selling widely.

Although business should be good during coming months, I believe it will be necessary to watch credit. None of our members do any kind of installment business, either in buying or selling.

The phrase "2% ten days, 30 days net" sets the standard for credit in our industry. I estimate that 95 per cent of all jobbers take the discount on their bills and about 75 per cent of their retail customers do likewise. However, it is more important to

watch credit than it was a year ago.

The trend in our business is toward more use of completely assembled window units. Our own company prefers to sell this type of unit, and I believe other members feel likewise.

Another trend is toward greater use of trucks. Many of our members do their own trucking so far as possible, depending on the railroads for carload deliveries from distant regions. Our company does not urge customers to make their own pick-ups, since it upsets our routine when we have to furnish crews at odd times to load the trucks. We offer no discount for customer pick-ups.

Some jobbers have had trouble with truckers over breakage of material. A few of us have been successful in making arrangements with private truckers, but the trend is toward the use of trucks owned by the jobbers.

Our members are optimistic about business prospects since fir doors and fir plywood are in excellent demand—and even becoming increasingly hard to get. The government is using more plywood, and new uses are being found for it. The white pine market is also good.

We have high expectations and hopes for 1950.

Among Wholesalers

COLUMBIA, S. C.: Eugene W. Beall, Jr., has been promoted to manager of the Southern States Iron Roofing Company branch here. He formerly was a sales representative of the Savannah, Ga., office.

SAVANNAH, GA.: The new Southern States Iron Roofing Company sales representative for the branch here is J. A. Smith. He has been with the company five years, the last two having been spent training the company's sales force.

AMARILLO, TEX.: John N. Mildred G., and John C. Maynard have incorporated the Maynard Sash and Door Company. Capital stock for the new firm was listed at \$300,000. Maynard was formerly in the retail lumber business.

NORTH WILKESBORO, N. C.: The Jenkins Wholesale Supply Company has been incorporated to deal in building materials and farm supplies.

KANSAS CITY, Mo.: The Southwest Lumber Company recently held an "open house" and served a buffet luncheon for three days to announce

New Paycheck System Shows Complete Employee Benefits



BECAUSE SO MANY employees are prone to consider their "pay" merely that which is left for them to spend on payday, the Todd Company has developed a paycheck with an attached stub showing all "fringe benefits." These "fringe benefits"—or "hidden paycheck"—include such deductions as insurance, income tax, savings bonds, social security—with a reminder that the employer is paying for part of some of these items.

Once an almost negligible part of a worker's earnings, "fringe benefits" have grown until they now represent over 15 per cent of the average employer's payroll. They cover over 20 common types of employer disbursements, such as bonuses, cafeterias, credit unions, holidays and vacations, old age and survivors' insurance, unemployment compensation, and welfare funds.

According to one firm manager, the principal value in making employees more aware of the total benefits they receive from their labor is in combatting the trend toward socialism and a government-controlled "welfare state."

Another executive points out

The Todd paycheck has a stub that shows all the "extras" an employee gets in addition to the money he actually takes home on payday. In the typical example above, the employee has earned \$55.90 and gets \$6.70 in "fringe benefits" from his employer, although his actual take-home pay is only \$39.63. Under this system, the employee is constantly reminded of all that comprises his true income.

that management has done itself a grave disservice in not teaching its employees the simple arithmetic of benefit costs.

The stub of the new type of paycheck is designed especially for each individual company. It can easily be imprinted with such information as: "Average cost to your company for special benefits such as free health care, vacations, pensions, group insurance, and social-security payments, is \$6.70 weekly for each employee."

Arrows, as used in the typical check and stub in the illustration, can be effectively used to emphasize an employer's contribution. They stress the fact that "75 cents saved is \$1.00 earned" for bond deductions, and that deductions toward buying company stock are an "investment in the American way of life."

A manufacturer of payroll systems and fraud-preventing checks, the Todd Company developed this paycheck system from suggestions made by leading financial writers and personnel directors.

the opening of the new plant at 2801 Fairfax Road.

SHREVEPORT, LA.: The Dunham Sash and Door Company was opened here recently to serve dealers in northern Louisiana and north-eastern Texas. B. L. Salmon is owner.



This S*B*S Three - Bedroom Home Offers **THRIFTY SPACIOUSNESS**

THE MODERN three-bedroom brick home shown on this page was designed especially for **SOUTHERN BUILDING SUPPLIES** readers with two timely objectives: enough room for convenient family living, and low-cost construction.

Blueprints are available at a cost of only \$5.00 for the first set and \$3.00 for each additional set. They can be obtained from the House Plans Editor, **SOUTHERN BUILDING SUPPLIES**, 806 Peachtree Street N. E., Atlanta 5, Ga.

Plumbing costs — which frequently jump considerably in a two-bathroom home — are kept down in this plan by grouping the two bathrooms and working space of the kitchen into one area. The hallway is used to enter the larger bathroom, with tub, from the two front bedrooms and other parts of the house. The smaller bathroom, with shower, serves the back bedroom privately.

The flagstone at the top of the entrance steps extends into the house as a floor for the entry hall to add a modern touch.

Another modern note is added by the awning-type windows, which surround one corner of the living room.

The combined living and dining space is 24 feet by 12 feet. It includes a fireplace and built-in bookshelves. The convenient spacing of doors permits a variety of furniture arrangements in the living room. The long side wall is broken only by the door to the

sun porch or terrace. This terrace can easily be extended around the corner of the dining room.

A basement under part or all of the house is possible, especially to adapt the house to a sloping lot. If a basement is planned, the entrance to it is made through the 5-by-7½-foot storage room.

The two larger bedrooms each have two closets. The third bedroom has one large closet. This bedroom can be used for a study or den in case only two bedrooms are needed.

Ample storage space is provided by two linen closets and a utility closet. The bathroom linen closet is 18-by-30 inches, while the other is 24-by-36. The utility closet is 30-by-60 inches.

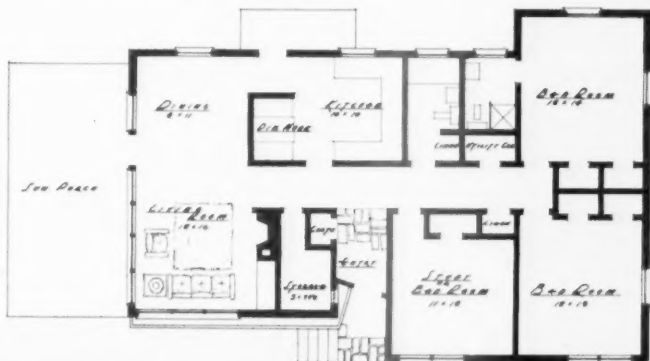
The kitchen is placed so that it is accessible to all parts of the house without the necessity of go-

ing through the dining and living rooms. Kitchen working space is shaped for convenient "U" arrangement of sink, range, refrigerator, cabinet space, and other utilities. The traffic space from the hall through the kitchen by-passes the working area.

The kitchen includes a built-in dining nook. The kitchen is close enough to the front door so that a busy housewife does not have to go far to answer the doorbell.

For inexpensive cooling in summer, an attic fan can be placed in the hallway. Forced ventilation is optional at all times in all rooms, except the living room, since all others can be closed off by shutting doors to the hall.

This FHA-approved home can also be placed on a narrow lot so that the sun porch side faces the street.



What the Lumber Dealer can do about Material Handling Equipment

THE MATERIALS Handling Committee was formed or appointed about a year ago at the meeting in Miami Beach. It was President Cy Sweet's instruction that this committee investigate the various types of materials handling equipment, such as lift trucks, straddle trucks, hoists, conveyors, pilots, strapping, and so forth, to find any savings that might be had by this type of handling and to let the National Retail Lumber Dealers Association know in what way it could be of better service to the dealers of this country.

As most of you know, the average lumber yard carries in stock not only lumber. It also has roofing, doors, plywood, gypsum products, metal lath, nails, and many other items of that kind.

To do business, the lumber and supply dealer has to carry an inventory larger in physical bulk, in diversity, and in dollar volume than the dealer in most other lines. To be sure, his handling problem is not only big, but complex.

We have contacted manufacturers of materials handling equipment. We have gotten in touch with the Materials Handling Institute which has chapters in most of the large cities in this country. We have had a lot of co-operation from the trade journals and those who specialize in the handling of materials equipment.

We have also contacted dealers who are using this type, this method of work, and visited many of the yards in our respective areas. We find that many dealers handle their material by conveyors from the car to the warehouse. They have a power-belt conveyor for lifting those materials to a higher elevation. Many of them have straddle trucks that are used in concentration yards where there is a lot of material to be handled, especially lumber. In many cases, we found dealers who delivered to their customer by means of straddle trucks. The most popular method of handling material in the average yard is by the fork-lift truck. We found this to be popular and in wide use.

By JAMES F. MACK

This is an abridged quotation of the report that Florida dealer Jimmie Mack made at the NRLDA convention in San Francisco, Calif., last November as chairman of a special Materials Handling Committee. He will speak on this subject at the Georgia dealer convention in Savannah on April 4.

In order to effectively handle material with the lift truck, the dealer should also consider having his materials strapped in a unit package. He must also think about having a hydraulic lift or roller-bed dump truck to facilitate the delivery on the job to the customer.

The savings that we have found have been various and widespread. Some report that they have saved in manual labor the time from one to fifteen men. Others have reported savings from \$1 to \$10 per thousand on lumber. One dealer reported that he had saved \$2,000 in demurrage alone, by having installed this type of equipment.

We have a dealer in the room from Fresno, Calif., who reported that he had received a car of lumber, 26,000 feet of lumber, which he unloaded and moved to his storage space in his yard in a period of 40 minutes. That seems unbelievable, but it is the truth. Not only must he have had the equipment to handle this lumber, but it was also necessary that the lumber come to him on a flat car in unit packages.

There is no formula for us to give you dealers as to the amount of volume of business that you do, or feet of lumber that you may handle in a given time, that will tell you whether or not you should have materials handling equipment in your business.

If a yard does an annual volume of \$240,000, let us say, his handling cost, conservatively, would be 5 per cent. That would be \$12,000 in a period of a year. If he could save 25 per cent of this cost, or \$3,000, that could be applied toward the purchase of conveyors, lift trucks, or equipment which would make the handling job an easier one.

The dealer must consider the number of men that this machinery might possibly replace. He must also think of the number of hours that this machinery or equipment will be used. In addition, he must also consider:

The physical aspect of his yard; that is, the slope of the ground that is nearest to a siding or unloading platform.

The type of customer he deals with; whether it is homebuilding, modernization or repair, commercial or industrial construction.

The type of inventory he carries—sizes, grades, lengths, species of lumber, as well as the size, weights, and kinds of other commodities that he might carry in the building material line.

Well, this study has been made on a national basis by your national association, and information gathered from all parts of the country. Still, it is the belief of our committee that this information can be best disseminated on the level of the regional or state convention. Truly, the lumber dealer in California has a different problem than the dealer in the Carolinas or Virginia. The dealer who gets his material at the wharf in New York or Philadelphia has an entirely different problem from the man who gets his by car in Chicago.

It is the recommendation of your committee that the secretaries of the state and regional associations try to give the information gathered by this committee to the dealers in your respective associations.

We have accumulated a lot of information in the way of literature, descriptive pamphlets, slides and films. We have the names of engineering firms whose services can be obtained by the dealer when he is considering remodeling his present yard or building a new one.

Coming through Chicago, it was my pleasure and privilege to preview a film that had been made by *Building Supply News*. This is really a series of films of actual work done in the yards by various dealers in sections of the country—all parts of the country. It shows the actual operation of the straddle truck, the lift truck, and strapping of materials in large yards and small yards. In some of the small yards, you will see lumber put into the bins, which most of you don't think is practical with this kind of equipment.

It has been said here that the lumber business—the lumber dealer—sometimes has been accused of operating in a horse-and-wagon fashion. Truly, some have put a new face or a new plant on Main Street, and have adopted the handling of material in the most up-to-date manner. Now, some of the yards still operate as they used to, with a small warehouse. Maybe they deliver with the horse and wagon. Perhaps it is better in their community to do so.

It is up to each one of us dealers individually as to how much equipment we buy and what type. It is up to us whether we take the plunge; then whether we do it from the high board or standing off the bank.

But I must advise you that the manufacturers of this handling equipment have been on the job. Those who specialize in packaging methods have gone already to the mills and manufacturers to show them that it is more economical for them to put their materials in a unit package in a car. If that material comes to you as the dealer in that unit package, you can more effectively handle it at your warehouse. If you have the equipment, you can deliver the package in like manner to your customer.

Ex-GI Dealer Attends Second Short Course to

THE FIRST lumber and building supply short course to be held in the Southeast was held at Georgia Tech in Atlanta in the spring of 1947. I was privileged to attend this course.

This first course was held when all building supply dealers were enjoying a sellers' market. Buyers were still clamoring for the supplies we had to sell. Consequently our studies dealt mostly with learning about building materials—and not about the actual merchandising of them.

Our instructors were able, enthusiastic men, with a working knowledge of the subject they taught. They were experts in their fields, so their lessons were not theory but cold facts learned from years of experience.

Yet regardless of how well we know our products, this knowledge is valueless so long as our materials are in neat piles of lumber on the yard or cans of paint on the shelf. They must be sold to make a profit. Evidently the day has come when the sellers' market has gone and a strong competitive market is here.

In January, 1950, the sixth building materials short course was held at Georgia Tech. I enrolled again because of the valuable information I had received from the first class. The same thoroughness of product study was taught and, in addition, merchandising was accented.

Our class of 27 young men—all vitally interested in their work—learned much. We are deeply indebted to our instructors for their time and effort. We all agree that these courses are not appreciated by most dealers, for more would send men there if they were.

The building supply dealer and the building industry as a whole has received a great deal of criticism. Some of this is probably justified. Our government has driven down our throats a good many bitter pills.

We are accused of making fat profits at the expense of high-cost housing.

We know we are last among all retailers in the field of merchandising and that department stores are cutting in on our business.

We are slow in following up leads given us by the advertising of different manufacturers.

PREPARE for SELLING

By **WILLIAM T. STEWART**, Manager, E. W. Stewart Lumber Company, Dickson, Tennessee

We keep our products stored in warehouses and hope someone will come and ask for them.

Few dealers have any arrangement for installment selling, while every department store, auto dealer, appliance dealer, and many others have, and they simply beat us to the consumer dollar.

Maybe the shortcomings of the dealer can be traced to the assumption that there is no glamour to our materials for sale. But what could be nearer to a man or woman's heart than their home?

We must establish ourselves as headquarters for homebuilders. When our customers come to us, we should know the answers to their questions. We should know every phase of their problem, from helping them find a suitable lot to how to apply the last shingle. If we know these answers

we should get our share of the business.

I believe the best way to get these answers is through training such as we have taken. To be sure, we have been able to learn only a small part of them, but we have taken a long jump in the right direction. We know that we are better qualified to fill our jobs than before.

The whole purpose of this short course might be summed up like this: know your products, establish yourself in the public mind as being building headquarters, and be an aggressive seller. Besides learning these main principles, we have acquired an enthusiasm for our work that we will carry back with us.

Dealers, you are missing a good bet if you don't send men to these training courses!



William T. Stewart, standing, discusses with his brother, Murry L. Stewart, some of the literature and subjects he studied at sixth short course on building materials at the Georgia Institute of Technology in Atlanta last January. Bill also attended the first such course at Georgia Tech, when the emphasis was on product specifications rather than merchandising.

UNIQUE DEALER-INVENTED SAW

Simplifies Woodworking

A HOBBY of tinkering with machinery resulted in the invention of a unique folding-arm radial saw by a retail lumber dealer in Texas.

About three years ago, Horace C. Henry, owner of the Mid-Texas Lumber Company in Sherman and Tyler, Tex., built his first saw of this type using the principle of straight-line movement by parallel linkage.

Applied to the Henry saw, this principle means that the rotation of shafts about their axis in 12 sealed, lifetime-lubricated bearings eliminates the problem of a slide becoming worn from a few years of use. After spending much time in research in engineering libraries, Henry has found no evidence that this principle has been applied to a radial saw before.

Henry manufactures the saws at his Sherman plant, which is equipped with patterns, jigs, fixtures, and a few first-class production-type tools. Most of the saws are made with a five-HP, three-phase motor.

Henry began "tinkering" about 15 years ago when he traded some

lumber to get his first piece of machinery, a lathe. Said to have had "more academic work in structural engineering and mathematics than many college professors," he received an architectural engineering degree from Texas A. and M. College. Henry has owned his own yard 18 years during 30 years as a lumber retailer.

His first saw was made with machinery obtained from Austin College in exchange for a promise of a saw when completed. The first public showing of the Henry saw was at the 1949 convention of the Lumbermen's Association of Texas.

He has received a dozen inquiries for distribution of the saw.

Tests Henry made by cutting plywood 48 inches wide and $\frac{3}{4}$ of an inch thick in only five seconds showed that the cuts were made with an accuracy of from .0055 to .011 of an inch in the full

width, both as to squareness and straightness. However, Henry says his specifications do not include such close tolerances, as many \$10,000 machines will not do this.

For a 48-inch cut, only a 90-degree turn is necessary in the bearings. Accuracy of the dimensions in the parts forming the parallelograms determine the accuracy of the straight-line movement.

While similar machines have a cut-off capacity of from 17 to 25 inches, the Henry saw had a 48-inch cut-off.

The Henry saw dados and rips to the full 48-inch width. It is said to miter and make bevel cut-offs in five seconds, compound miters in 15 seconds, bevel rips in 20 seconds.

The saw tenons, shapes, rabbets, and routs, operating with less than a four-pound pull on the handle. It cuts two-by-four studs 28 at one time.

Graduated scales, with a 24-inch diameter for horizontal and 40-inch diameter for vertical angles, facilitate figuring. They are divided into degrees and into steel-square angles used by the building trade.

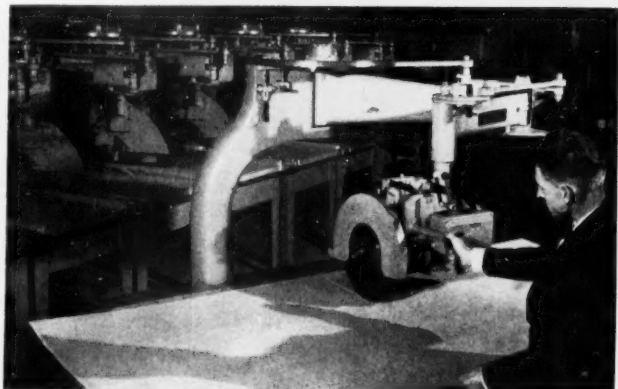
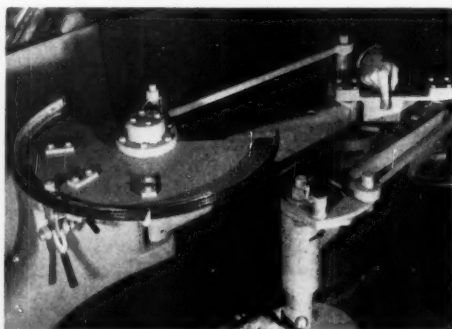
Manufacturers Launch Texas Pine Promotion

"Build Texas . . . with Texas Yellow Pine." With that slogan the Texas Lumber Manufacturers Association this month launched an intensive public relations and promotional program to tell the story of the state's vast lumber industry and the qualities of Texas yellow pine.

Headed by J. K. Herndon, general sales manager of the Kirby Lumber Corporation, Houston, a special committee is administering the program with the help of Booke-Hust and Company, Ltd., local public-relations counselors. Other committee members are Arthur Temple, Jr., Southern Pine Lumber Company, Diboll, and D. W. Thompson, Angelina County Lumber Company, Keltys.

According to TLMA's president, Jim Ben Edens, lumber ranks among the top five industries in Texas, and it furnishes employment for more than 50,000 men.

Horace C. Henry is pictured here with the folding-arm radial saw he invented. The saw uses the principle of straight-line movement by parallel linkage. Henry is owner-manager of the Mid-Texas Lumber Company, in Sherman and Tyler, Tex., and also an architectural engineer.



Notes on Manufacturers

EHRHARDT, S. C.: The Cap Lumber Company was recently opened to manufacture veneer, plywood, and lumber. Capital stock of \$75,000 was divided into 750 shares. Incorporators are L. E. Morningstar, W. F. Ferguson, R. C. Long, and John Smith.

KNOXVILLE, TENN.: The United States Plywood Corporation has opened its 30th warehouse here to quicken distribution of its products to eastern Tennessee.

JONES MILLS, ARK.: For the first time since the war, the Reynolds Metals Company's plant here will be run at full capacity in March. Using the four pot lines, the company's yearly capacity is 144 million pounds of aluminum.

DETROIT, MICH.: The Briggs Manufacturing Company has been awarded the 1950 merit award of the American Society of Industrial Engineers for excellence in design, engineering, and manufacture of its bathroom fixtures.

LAUREL, MISS.: W. A. Cotton, who has been with the Masonite Corporation's factory in Laurel during most of his 24 years with the company, has been made production manager of the new hardboard factory at Ukiah, Calif. He rose from foreman to general superintendent of production at Laurel. Masonite has bought 55,000 acres of redwood and fir timber in California.

ORANGE, VA.: The Virginia Metal Products Corporation, with headquarters here, has opened an office in New York City in the Western Union Building at 60 Hudson Street.

FORT WORTH, TEX.: O. E. Falls is now building trades specialist for the Keystone Steel and Wire Company in the Texas territory.

TYLER, TEX.: The Cade Lumber Company has been incorporated by Henry and Alton Cade and Louis B. Enos.

DALLAS, TEX.: The Overhead Door Sales Company has moved to a new building at the corner of Dragon and Cole Streets.

DALLAS, TEX.: The Bridgeport Brass Company has opened a new district sales office in the Reserve Life Building. Under the direction of Manager B. M. Neilson, the office handles sales of mill products, plumbing brass goods, and copper water tube and pipe.

ATLANTA, GA.: Clark A. Landers, Jr., continues as salesman for Central Woodwork, Inc., in north Georgia and parts of South Carolina and Atlanta. Other salesmen of the new corporation, which recently took over the warehouse operations of Patton Forest Products Company at 430 Bishop Street, N. W., are Vice-Presidents David C. Shaefer and R. T. (Bob) Edwards.



Wall Tests Weathering of 2,000 Building Stone Samples

AN EXPERIMENTAL masonry wall faced with over 2,000 specimens of building stone from 47 states and 16 foreign countries was recently completed for testing problems connected with weathering of such stone. The wall was built by the National Bureau of Standards in cooperation with the American Society for Testing Materials and other interested organizations and stone producers.

Loss of color, discoloration, effects of combining different types of stone, waterproofing, durability, and dimensional stability of the samples are being studied.

Some stones change color or fade within a few years. So samples of some of the specimens have been stored for future comparison. Color photographs also have been taken of the wall.

Since it is believed that modern construction methods contribute to the discoloration of stones, two widely different types of mortar have been used. A high-calcium lime mortar was employed in the right half of the wall, and a portland-cement mortar was used in the left half. Duplicate stone samples were placed in both halves for comparison of mortar effects.

Mortar joints between ashlar stone samples are wider than usual to permit removal of the blocks for examination from time to time.

Some stones—such as sand-

stone, limestone, and dolomitic stones—are believed to show more rapid weathering when used together than when used alone. Samples of such stones are placed so that their action on each other can be studied.

Two types of waterproofings are being used. "Grade waterproofings,"—impervious membranes—are placed between the foundation and the first course of stone to prevent the rise of ground water. "Back waterproofing"—a coating on the back of the stone—prevents penetration of water from other masonry materials.

Since some stones, such as marble, increase permanently in volume on weathering, such samples have been placed in five courses. Periodic measurements of dimensions and warpage are being made. A few of the lighter stones, such as "tufa stone" and "coquina," may find wider usage if they prove resistant enough to endure a more severe climate than that of the dry or mild climates in which they are now widely used.

The complete investigation will require many years, but some parts of the study will yield results in a comparatively short time. D. W. Kessler and R. E. Anderson, of the Building Stone Laboratory of the National Bureau of Standards, are in charge of the tests.

LUMBER OUTLOOK

NOW THAT the coal strike is ended and many industries and homes are again running full steam, and with Congress apparently determined to avoid government financing of cooperative housing for the middle classes, all signs point to a high construction volume into autumn and possibly throughout 1950.

In fact, business and government economists attribute much of the sustained high volume of business and industrial activity to the winter boom of building starts. The building industry may not hit the million-housing-starts mark again this year, but the year 1950 likely may lay claim to a record for housing completions.

This strong market picture indicates that the sale of building materials will continue to be profitable, although contractors and home-owners will "shop around" more for the better graded and dried lumber and other quality building supplies delivered with a smile.

Lumber prices appear destined to stay within the range of '49 levels since production and handling costs have been, or soon will be, bolstered by the accumulative effects of the new 75-cent-an-hour minimum wage.

THE WHOLESALE building-material price index inched upward again in January to 191.7, but still was 5 per cent below the 202.3 figure for a year before. The lumber price index climbed from 285.2 in December to 287.5 in January. (Price advances instituted as a result of the sellers' market brought about by winter short supply gave every indication of moving the wholesale lumber index beyond the January '49 level of 299.5.)

From January '49 to January '50, the wholesale prices of paint and paint materials, plumbing and heating, and miscellaneous building materials dropped. During the period, brick and tile, cement, and structural steel joined the upclimb with lumber.

Recent price advances on construction and shop lumber, flooring, glass, plywood, stock sash and doors, insulation, and asbestos

products, should keep wholesale prices for basic building materials close to the 200 index level for several months, if not throughout the year.

THE REPORT of the Department of Commerce Lumber Survey Committee for the last quarter of 1949 accounts for the shortage of good lumber and the recent upturn in prices. The report explained:

"While production in the fourth quarter was phenomenal, totaling an estimated 8,693 million board-feet, it failed to meet the demand for lumber for the record-breaking housing program, and there was a heavy drain of mill stocks. . . . Production of softwoods, estimated at 7,001 million feet, was 5 per cent more than in the fourth quarter of 1948.

"Demand for lumber exceeded supply during the fourth quarter of 1949. . . . Instead of the usual seasonal decline, production, shipments, and new orders were heavier in the fourth quarter than in the third quarter. There was a slight increase in price from month to month during the quarter."

R. A. Colgan, Jr., Survey Committee chairman, explained that "the full impact of the 75-cent minimum wage law can not be determined at present, but many marginal mills in the South are reported to be closing. The increased costs of production will have a serious effect on small Southern pine and hardwood mills and will probably result in the increased use of competing woods."

THE LAST WEEK in February showed lumber orders and shipments outstripping production, which was hampered by rough weather in many milling areas. The National Lumber Barometer showed shipments for the year to date 21.2 per cent more than production, and orders 41 per cent above output.

The Southern pine record for the week of February 25 showed orders 39.97 per cent above the three-year average, shipments UP 3.3 per cent, and actual production 6.92 per cent DOWN.

THE FEBRUARY report of credit trends in the accounts-receivable of plywood and building material jobbers showed that Southern dealers pay their accounts much better than dealers in other regions. The average age of accounts reported by Southern jobbers was 2.68 months, compared with 3.84 months in the Northeast, 3.85 in the Midwest, and 4.95 in the West.

Perhaps the short supplies of sash, doors, and plywood have much to do with this situation! Surely the building boom from Texas to the Atlantic is generally responsible.

Residential contracts awarded in Georgia during January for example, were 187 per cent over January '49, according to the F. W. Dodge Corporation. In Texas, residential awards in January were 95 per cent greater than a year before.

New Fenestra Lines Presented in Clinics

New building products of the Detroit Steel Products Company are being introduced in a series of three-day sales clinics being held by sales officials in the 13 regional centers of the firm.

Among the points where the clinics were, or are to be, held are Atlanta, Ga., Dallas, Tex., and Greensboro, N. C.

D. J. Carroll, sales promotion manager of the firm that makes Fenestra building products, is heading up the clinic "faculty." The 1950 marketing prospects are presented by E. C. Hodges.

Product sales managers are giving field personnel first-hand information on Fenestra lines as follows: H. E. Heseltine, residential and apartment casements, and basement and utility windows; W. J. Slavin, architectural products; W. S. Shoffstall, industrial products; E. A. Miller, building panels, and E. W. Schott, hollow metal doors.

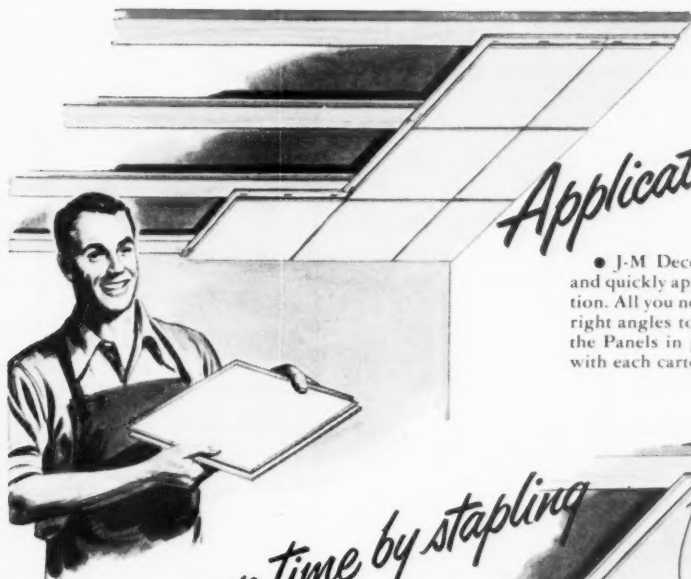
Reciprocal Training

The military and civilian personnel of the Naval Supply Corps and industrial executives and operating personnel engaged in warehousing and materials-handling functions have a reciprocal training program at the Naval Supply Center in Oakland, Calif. Under the plan, each group is trained in the other's methods of receiving, storing, and issuing material.

Every Home and Business is a Prospect for

Johns-Manville CEILING PANELS

You, too, can make more money with this J-M Insulating Board Product!

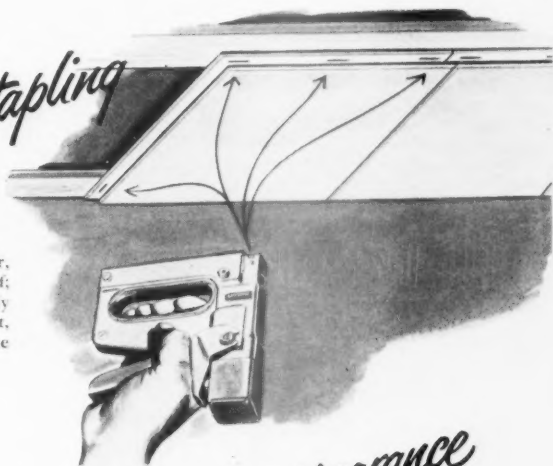


Application is easy

● J-M Decorative Ceiling Panels are easily and quickly applied on new or existing construction. All you need to do is install furring strips at right angles to ceiling joists, and nail or staple the Panels in place. Detailed instructions come with each carton.

You can save time by stapling

● By using a trigger-type automatic stapler, you can cut application time by one-half; and tests show that staples hold as securely as nails. Thanks to the J-M Lightning Joint, all staples or nails are concealed in the finished job.



*Attractive appearance
sells additional jobs*

● Panels come pre-decorated in ivory or white, and all have the durable Glazecoat finish that is smoother, harder, and more beautiful than ever. Your customers will be delighted with the new and attractive ceiling. Without fuss or muss, the room is ready for use in a matter of hours. One job sells another—and the potential market is unlimited.

Send for free Instruction Sheets and full-color brochure, IB-30A. Write Johns-Manville, Box 290, New York 16, N. Y.



NEWS of the MONTH

Florida Builder Elected NAHB President As 15,000 Attend Chicago Convention

ABOUT 5,000 homebuilders and over 10,000 bankers, architects, manufacturers, and dealers attended the annual convention of the National Association of Home Builders in Chicago February 19-23.

National board members unanimously elected Tom Coogan, of Miami, Fla., president, W. P. (Bill) Atkinson, Oklahoma City, Okla., is now first vice-president.

Other new NAHB officers are Alan Brockbank, Salt Lake City, Utah, second vice-president; Nathan Manilow, Chicago, treasurer, and Joseph Haverstick, Dayton, Ohio, secretary.

New regional vice-presidents for Southern and Southwestern sections include J. Wesley Buchanan, Washington, D. C.; J. C. Long, Charleston, S. C.; B. A. Martin, Atlanta, Ga.; Frank Robertson, San Antonio, Tex.; James Bourne, Louisville, Ky., and Earl Colomb, New Orleans, La.

This NAHB meet set a record for the number of exhibits, panels, and clinics. All events were attended in full, and in many cases hundreds of conventioners were unable to get into session rooms.

The work of all committees was directed to the formation of a convention policy statement. The aim of the points of this policy is explained in the preamble—"Homebuilders are determined that America shall continue to be the best-housed nation in the world."

The policy statement—

1. Promises the continued production of good American homes at record levels both for rental and sale.
2. Stresses our present supply of good housing in meeting the needs of the middle income group.
3. Commends the FHA but calls for it to constantly adapt its procedures to changing conditions.
4. Urges the continuance of VA guarantees and vigorously opposes current proposals to terminate Section 505A.
5. Expresses unalterable opposition to the type of collectivist cooperatives presently provided by the legislation recently approved by both

House and Senate Banking Committees; also with equal vigor opposes direct Federal lending.

6. Commends Fannie May and suggests parity of VA and FHA interest rates at the lowest feasible economic rate set by competitive demands for investment funds.

7. Urges a workable provision for FHA Section 207 for 90 per cent loans for rental housing.

8. Urges the extension of home ownership and its encouragement by low down payments, and income tax deductions for depreciation and annual maintenance of owner-occupied homes.

9. Stresses the importance of adequate mortgage finance on a three-year basis to eliminate current constant turmoil and uncertainty in this field.

10. Urges rehabilitation and redevelopment of slums and blighted areas through the enforcement of minimum safety and sanitation codes—condemns the preemption of local rights and responsibilities by Federal subsidies—further condemns the effort to use slum clearance merely as an excuse for socialized public housing.

11. Demands the repeal of the public housing act of 1949 and the right of local referendum in the meantime, and urges members to work toward these ends.

The attending NAHB members approved the plan of the board of directors for establishing a campaign fund to be used to educate the public to the work of all homebuilders. In addition to the present budget, \$250,000 will be raised for this publicity purpose. The campaign committee consists of the regional vice-presidents.

A highlight of the convention was the Monday morning program conducted by outstanding women builders, Mrs. Maude Butler, of Tulsa, Okla., and Mrs. Henry Chalaron, of New Orleans, La., were vice-chairmen of this program.

The program included the presentation of awards in a women's architectural contest. Topics concerning lighting, design, color, wallpapers, and factors for consideration in planning homes for families with children were discussed from the woman's viewpoint.



LOCALIZED POSTERS

"Woody," the friendly cartoon character of the lumber industry, has joined the fight against careless forest fires. His face is appearing on two-color posters in schoolrooms throughout 40 states to help remind youngsters how important it is to prevent waste of timber. The poster above has been localized for Alabama schools. The program is sponsored by the American Forest Products Industries.

SPA Convention to Spotlight Equipment

A record number of lumber and machinery manufacturers have already made reservations for the 35th annual convention of the Southern Pine Association, to be held April 17-19 in New Orleans, La., according to Secretary-Manager H. C. Berckes.

Convention headquarters will be at the Roosevelt Hotel.

An exposition of lumber manufacturing machinery and equipment has been scheduled at the Municipal Auditorium for April 19 and 20. By extending the exposition a day after the convention closes, the association makes it possible for additional personnel of lumber manufacturers to visit the demonstrations after

1 Sale Gets You 2

When You Make this Simple Suggestion



**Try this Easy Add-A-Sale Plan...
See How Often it Gives You That
Extra Long-Profit ZONOLITE* Sale**

It works like a charm and it's as simple as this: every time you sell either cement or gypsum, suggest adding the corresponding Zonolite Vermiculite Aggregate. It's really surprising how often that suggestion alone makes the additional sale, and it pays even if you also handle sand and gravel.

Zonolite Aggregate not only pays you a larger profit than sand and gravel but it also costs considerably less in labor, time and money to store and handle Zonolite. A bag of Zonolite weighs only 32 lbs.—yet it replaces 400 lbs. of sand and no shoveling—no tugging—no special equipment of any kind is needed to handle Zonolite.

Plasterers and cement workers prefer Zonolite, too, not only because it weighs so much less but also because there's less waste... leftovers can be moved to the next job—and Zonolite completely eliminates the frozen sand pile nuisance. Besides, Zonolite plaster and concrete have many advantages over any other kind.

So, why not get the whole story? Mail coupon at right for **FREE DATA** on Zonolite Vermiculite Insulation and Zonolite Aggregates for plaster and concrete.

ZONOLITE COMPANY

Dept. SBS-30 — 135 South LaSalle Street
Chicago 3, Illinois



ZONOLITE COMPANY
Dept. SBS-30
135 S. LaSalle St., Chicago 3, Ill.
Please rush me sample promotional material and full details about () Zonolite Fill Insulation () Zonolite Plaster () Zonolite Concrete.

Name.....
Address.....
City..... State.....

*Zonolite is the registered Trade-Mark of Zonolite Company.

association subscribers have returned home.

Among other special events scheduled for the meet is a tree-planting demonstration. Pine seedlings, furnished by the Louisiana Forestry Commission, will be planted on a small scale to show what many lumber manufacturers are now doing to perpetuate timber resources. These demonstrations will be open to the public.

Ashley Cites Use of Open-End Mortgages

Thousands of older homes can be modernized on terms within easy reach of home-owners through the use of the open-end mortgage plan. James M. Ashley, president of the Producers Council, pointed out recently.

"Under the open-end mortgage plan, home-owners wishing to repair, remodel, or modernize their homes, borrow the needed funds from the holder of their original mortgage and pay for the improvements over the remaining term of the mortgage.

"In this way, the monthly payment often is only one-third as high as it would be if the funds were obtained by usual methods under which full repayment must be made in a maximum of three years.

"Many states already permit the open-end mortgage, and a movement is under way to extend its use throughout the country.

"Last year only about 10 per cent of the housing improvements were financed under the open-end mortgage plan. Its wider use could greatly increase the volume of home improvements and bring major home improvements within easy reach of families whose budgets will not permit large monthly outlays."

New Screen Jobbers

The Lockhart Manufacturing Corporation has recently appointed several new jobbers for Screen-O-Matic window screens. Among these are the Beasley and Sons Company, Nashville, Tenn.; Chandler and Company, Knoxville, Tenn.; the Virginia Sash and Door Company, Roanoke, Va., and the Central Sash and Door Company, Macon, Ga.



Thousands of attractive highway signs, like that above, will be installed by lumber dealers throughout the country this year. These double-faced signs show a full-color picture of the Certificate National Home, which was widely publicized last year by the Red Cedar Shingle Bureau. Printing on the sign is reflectorized so that it can be read at night. This publicity program is endorsed by the National Retail Lumber Dealers Association.

Consumer Advertising Promotes Paint Sales

The 1950 national advertising program, sponsored by the industry through the National Paint, Varnish, and Lacquer Association, begins this month with full-color advertisements promoting trade sales products.

The ads will appear in the *Saturday Evening Post*, *Better Homes and Gardens*, *Country Gentleman*, and *Pathfinder*. The combined readership of these four magazines is 40 million per issue. They reach all classes of buyers.

Colorful illustrations and short copy point out the advantages of painting and talk in terms which the retail dealer can translate into sales. The first advertisement, headed "Some Wonderful Tricks With Color," shows scenes of five different rooms where paint permits effective treatment.

The second advertisement, which will appear in the April issues, shows two houses before and after painting. The headline: "You can do it, too, on even the most modest budget."

Restrictive Ordinance Defeated in Miami, Fla.

A building ordinance that would have limited the issuance of building permits in the city of Miami, Fla., to building contractors licensed by the city recently was defeated by a three to two vote of the City Commission.

An exception to the proposed ordinance called for the issuance of permits to property owners who wished to build or make repairs for their own occupancy, provided the total cost was no more than \$2,500.

When the ordinance was widely publicized, the commissioners were flooded with letters, telegrams, and direct personal opposition from sundry citizens and businessmen. Among the latter were several prominent building material dealers who do some building, planning, and financing for home-owners.

A public hearing resulted which was followed by the narrow defeat of the restricting proposal.

Southerners Win in Home Project Contest

Five awards were won by Southern housing developments in the National Association of Home Builders' annual Neighborhood Development Contest for projects built last year.

In the complete community development class, Prairie Village, Kan., won first place.

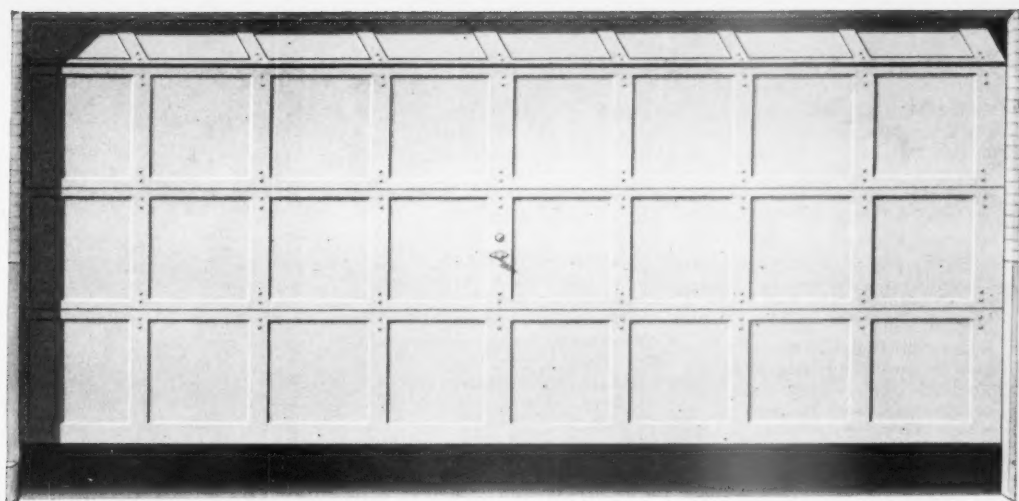
The Parkwood development, in Houston, Tex., won first place in the garden apartment division. Forest Grove Homes, Greensboro, N. C., won second place in the same class.

The Wynnewood development, Dallas, Tex., won second place in the division for larger homes in projects of over 50 units, and third place in the class of economy homes of over 50 units.

57 Attend K. C. Course

Four states were represented by 57 men at the third annual 30-day course in building-material distribution at the University of Kansas City. Sponsored by the Southwestern Lumbermen's Association, the course ran from February 6 to March 10.

The state representation in the class: Missouri, 23; Kansas, 21; Arkansas, 5; Nebraska, 8.



the Custom **WEL-BILT** OVERHEAD OPERATING **DOOR**

*Check these "star" features—
all at no greater cost to you!*

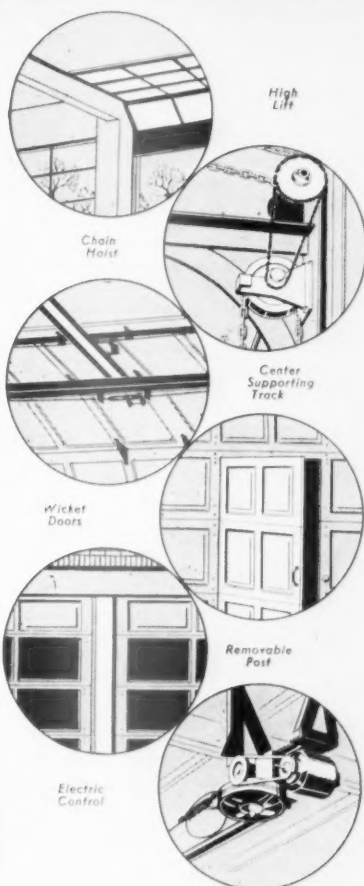
- * FINGERTIP CONTROL
- * ARCHITECTURAL BEAUTY
- * LONGER PERFORMANCE LIFE
- * MORE ENGINEERED FEATURES
- * SECTIONAL WEATHER SEALING
- * EASY, TROUBLE-FREE OPERATION
- * QUIETER ACTION . . . CUSHIONED CLOSING

The **Southern GF Company**

257-263 Decatur Street

Atlanta 3, Ga.

WE SOLICIT DEALER CONNECTIONS. OUR POLICY IS 100% DEALER DISTRIBUTION.
SEND US YOUR INQUIRIES AND WE WILL MAIL YOU LITERATURE AND PRICE LISTS.



New Foundation To Study Ways to Improve Use of Clay Bldg. Materials

THE AIM of the new million-and-a-quarter dollar research program of the Structural Clay Products Research Foundation is to increase the efficiency and economy of using brick and tile in construction work.

The first major study is directed toward improvement of design and construction techniques using present forms of brick and tile. A long-range program has also begun on development of new clay products for current and new construction uses. Other fields, in which clay products have not been employed so far, will be explored for new markets.

According to Robert B. Taylor, director of the research foundation, the new clay products will be designed to reduce shipping, handling, and construction costs. They will keep the same durability and strength of present brick and tile.

The new foundation, which held its first general meeting last November 9, is the result of a three-year drive by members of the Structural Clay Products Institute for a coordinated research effort. Groundwork for its organization was laid by a survey conducted by the Arthur D. Little, Inc., industry research firm.

Brick and tile manufacturers in the United States and Canada

support the foundation. Together they have subscribed \$250,000 a year for the next five years. Eighteen subscribers have been elected to the Board of Research Management, which will form the policies of the foundation.

Director Taylor, who assumed office January 2, was formerly assistant director of research for the Owens - Corning - Fiberglas Corporation. He is a member of Phi Beta Kappa, the American Institute of Physics, the American Physical Society, and the Acoustical Society of America. In his new position, he is responsible for carrying out the foundation's research program.

For the present, research is being conducted through university laboratories. The foundation's headquarters are in Washington, D. C.

Other studies of brick and tile uses and improvement have been conducted by the Small Homes Council of the University of Illinois. In 1947 the council analyzed costs of building three houses using modular brick and the cavity-type masonry wall.

Last summer a duplicate house was built using non-modular brick. Time studies made during construction indicate that the required man-hours can be reduced nearly 10 per cent by using modular brick.

Inc., estimate that the framing and substructure of a new home may be protected for life for as little as 3 per cent of total cost, cost.

New Youngstown Zones

The Youngstown Kitchens field sales organization has been divided into five territorial zones, each of which is sub-divided into from two to five regions.

The five zone managers are all former Youngstown regional sales managers. They include Harry F. Howell, Eastern, with headquarters in Philadelphia, Pa.; Jack Purvis, Midwestern, Detroit, Mich.; Morris D. Durham, Southern, Fort Worth, Tex.; H. E. Counselman, Northwestern, Lake Elmo, Minn., and D. Eugene Parks, Southwestern, Los Angeles, Calif.



TO SCREEN SOUTH

To appoint manufacturer's agents, jobbers, and dealers for Everette frameless aluminum window screens, Hollis McLaughlin, above, is completing a tour of the Southern states. He is general manager of the Rutzke Weatherstrip Manufacturing Company in Emeryville, Calif., which makes the new patented window screens. His firm has made and sold Rutzke weatherstripping in the West for 34 years.

Steel "Open House"

"Dixisteel on Dixie Farms" is the theme of the Atlantic Steel Company's "open house," to be held May 5 and 6 in Atlanta, Ga. May 5 has been designated "Dixie Farm Day," and May 6, "Family Day."

The purpose of the many exhibits throughout the plant will be to show the wide range of materials the company supplies to manufacturers of agricultural machinery and the variety of products the company produces for Southern farms.

Personnel Notes

Harold E. Farris has joined the Avco Manufacturing Corporation as manager of field sales in charge of the four new regional offices for American Kitchens.

★ ★ ★

M. D. Barry, former chief accountant for the Southern States Iron Roofing Company, has been

New Lumber Treating Plant Opens in St. Louis

Associated Wood - Preservers, Inc., have opened a new plant at the corner of Wharf and Convent Streets in St. Louis, Mo., for chemically treating small lots of lumber against termites and decay. Headed by R. M. Morris, Sr., the firm is the first to install a plant to provide such service in St. Louis.

Lumber for treatment is loaded on trams and rolled into a huge prefabricated cylinder, which holds 7,500 board-feet per charge. The cylinder is filled with a solution of pentachlorophenol in light oil, and then electric pumps force the preservative deep into the wood's cells. A final vacuum application leaves the lumber clean and dry for immediate use.

Associated Wood - Preservers,



REASONS WHY

YOU make MORE PROFITS
with the *NEW** **EVERTITE**

FRAMELESS WINDOW SCREENS

1 EVERTITE is designed to sell

All Aluminum—nothing to paint, will not rust or stain. (Available in galvanized.) • *Frameless*—permits more light, ventilation and visibility. • *Flexible*—for easy window washing, rolls up for compact storage. • *Simple Hardware*—easy to put up, take down, open or close. No wing-nuts or bulky gadgets, just slip into place and "snap-on". • *Taut & Trim*—automatically kept in constant tension by spring steel compensators, with never an adjustment to make. • *Easily Installed*—nothing to cut or fit, only 6 screws to set.



3 EVERTITE is advertised to sell

Consumer ads to hundreds of thousands of home owners in magazines like "Sun-up" in the south and "Sunset" in the west are stimulating sales for this new and improved window screen. • Trade paper ads to thousands of builders in both markets. • Direct mail also reaching the builders in both markets.



FAST DELIVERY SERVICE:

Orders on 228 standard stock sizes shipped to you the day order is received from any of our conveniently located warehouses. Allow about 2 days production time for special sizes.

2 EVERTITE is merchandised to sell

Attractive point of sale display with model of screen makes sales for you. • Colorful folders for "giveaway" and stuffer mailings, with your name imprinted free. • Window decals for dealer identification. • Attention getting cards for window and store display. • Measuring and installation instructions. • Order forms and estimating sheets. *All this is free when you sell Evertite Frameless Screens.*



4 EVERTITE is priced to sell

Your customers can save dollars per screen (average 36" x 48" retails for \$4.24) and the simplicity of installation, the elimination of painting and maintenance will save many dollars more.



EVER TITE
FRAMELESS SCREENS

JOIN THE DEALERS WHO ARE CASHING IN ON **EVERTITE**

For more information about Evertite and the Dealer and Distributor plan in your area, please fill out the attached coupon and mail to our Emeryville, California, office.

At your request, our salesman will call on you with a working model and full particulars to show how you can make more profits with Evertite.

RUTZKE WEATHERSTRIP MFG. CO.
1447 PARK STREET, EMERYVILLE, CALIF.

Please send me additional information on Evertite Frameless Screens ☐ the dealer plan in my area ☐ the distributor plan in my area ☐ have your salesman call on me ☐.

NAME _____

COMPANY NAME _____

ADDRESS _____

CITY _____ STATE _____

*The latest development in window screen convenience, appearance and economy.

made comptroller. He started with SSIRCO in 1940 as an accounting clerk.

★ ★ ★

The **Kresky Manufacturing Company**, maker of heating equipment, has announced the appointment of **Allan Davis** as regional sales manager for the Southeastern section. Davis makes his headquarters in St. Petersburg, Fla. Howard J. Ferris has been made general sales manager for the company.

★ ★ ★

C. M. Brasher has been made assistant manager for the Atlanta, Ga., district of the **Philip Carey Manufacturing Company**. He joined the firm in 1940 as a sales representative.

★ ★ ★

Albert E. Powell and **Samuel A. Scoville** have joined the **Douglas Fir Plywood Association** as field service representatives. Powell, who is registered in Iowa as an agricultural engineer and as an architectural engineer, makes his headquarters in Ames, Iowa. His duties concern farm uses of plywood. Scoville, a Yale graduate and member of the American Institute of Architects, assists architects, engineers, industrial designers, retailers, and plywood salesmen from his headquarters in New York City.

★ ★ ★

The **Virginia Metal Products Corporation** has appointed **John H. Dean** as manager of the product information department.

★ ★ ★

Martin V. Coffey, formerly sales manager of the Miami-Cabinet division of the **Philip Carey Manufacturing Company**, has been made general sales manager of the firm. He joined the Miami-Cabinet division in 1923 as a salesman and was made Eastern district sales manager the following year. He has held a number of executive positions with the company, including director of sales training.

★ ★ ★

Leonard G. Haeger has been made assistant director for program coordination of the new

Housing and Home Finance Agency division of housing research. **A. C. Shire** heads the division's housing technology branch.

★ ★ ★

Frank C. Hassler is now assistant sales manager of the **Davis Plywood Corporation**. Before joining Davis, Hassler was in the advertising and sales promotion department of the Fairchild Engine and Airplane Corporation.

★ ★ ★

Lawrence J. Tidrick has joined the **Metal Lath Manufacturers Association** as promotional director. A graduate of Franklin College, Tidrick has a master's degree from Washington University and a doctor's degree from New York University.

★ ★ ★

Thomas P. Buckman has been appointed manager of sales promotion and advertising for the **Gibson-Homans Company**, makers of caulking, paints, and waterproofing. He succeeds **N. M. Cornell**, who is now vice-president and director of sales.

★ ★ ★

Lawrence M. Gilman has been promoted from vice-president to president of the **Gilman Brothers Company**. Other personnel changes in the insulation manufacturing firm include promotion of **Charles M. Gilman** to vice-president, **David B. Walker** to production manager of all divisions, and **Ed Broadbent** to Eastern division sales manager.

★ ★ ★

J. Bryan Williams, Jr., is now a vice-president of the **United States Plywood Corporation**. A graduate of the University of Georgia, Williams formerly was general manager of the Stamford (Conn.) division of the Yale and Towne Manufacturing Company.

★ ★ ★

William Mueller, field research manager of **David E. Kennedy, Inc.**, asphalt tile and cork flooring manufacturers, has been made a member of the management committee. He has been with the company since 1916.

★ ★ ★

Elmer A. Lundberg is now director of architectural development and design for the **Pittsburgh Plate Glass Company**.

Kaiser Establishes Building Products Dept.



CHARLES B. BROWN

Kaiser Aluminum and Chemical Sales, Inc., has established an integrated building products department as a result of the rapidly expanding use of aluminum in the building industry.

The new department handles sales of all Kaiser aluminum specialty products for home, commercial, and farm construction. **Charles B. Brown** heads the department as building products manager. Product managers under him are responsible individually for sales of the firm's clapboard siding, shade screening, and roofing.

The aluminum sheet and building products sales offices are now in the Palmolive Building in Chicago.

Vermiculite Used For Wire Office Building

Vermiculite is being used in place of sand in construction of the new Wire Building in Washington, D. C.

Having one-fifteenth the weight of sand, this light plaster aggregate is hoisted in quantities sufficient for a week's work in about 1½ hours. Hoisting the same amount of sand would require 11½ hours.

In addition to costing less because of the use of vermiculite, the new building will have walls and ceilings that weigh two-thirds less.

*For Beauty,
For Durability,
More and More
Buyers Insist On*

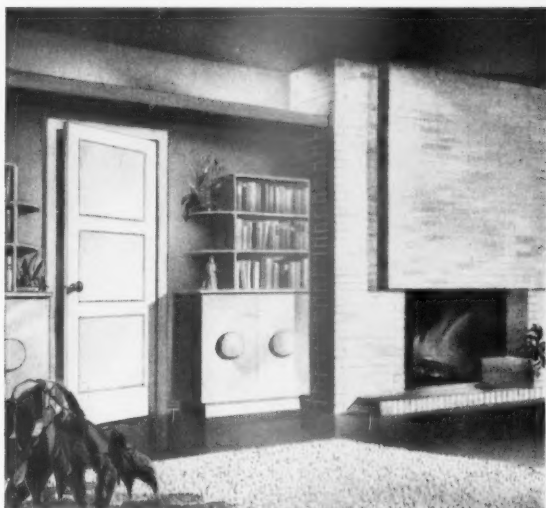
Douglas Fir doors

OVER seven million Douglas fir doors were produced last year—enough for 600,000 new homes.

Six out of every ten doors sold last year were Douglas fir doors because:

1. Durable Douglas fir builds strong, serviceable doors; it takes fine finishes for doors of beauty, too!
2. Douglas fir doors are mass-produced for economy. They are manufactured in the Pacific Northwest and available everywhere in the United States.
3. Since 1947 the Fir Door Institute has inspected and controlled the quality of doors carrying the FDI registered grade marks. This year the Douglas fir door industry will again produce quality doors in quantity to meet the increased demand.

When stocking, specifying or using doors, be certain you ask for beautiful, durable, Douglas fir doors—grade-marked for your protection.



One of the most popular of all Douglas fir stock interior doors is this modern, three-panel, F3 design—here shown in a typical home installation.

YOU HAVE QUALITY ASSURANCE
WHEN YOU SPECIFY DOORS WITH
THESE FDI GRADE MARKS

FDI-A

FDI-B

FDI-BP

FDI-C

FDI-MR

Demand these FDI official stamps on every Douglas fir door you buy. These FDI grade-marks certify that doors so marked meet *quality* Commercial Standards CS75-48—and have been officially inspected by the Fir Door Institute. At buyer's request, doors marked by FDI stamps will be covered by notarized Certificate of Inspection.

Fir Door Institute

Tacoma 2, Washington



ASSOCIATION ACTIVITIES

Virginians Told of Four Steps to Better Business

FOUR STEPS to success in the 1950 economic picture were enumerated for dealers attending the 24th annual convention of the Virginia Building Material Association by Melvin H. Baker, president of the National Gypsum Company. He told the Virginia dealers in the last business session of their two-day meeting at the Hotel Roanoke on February 17 that they should:

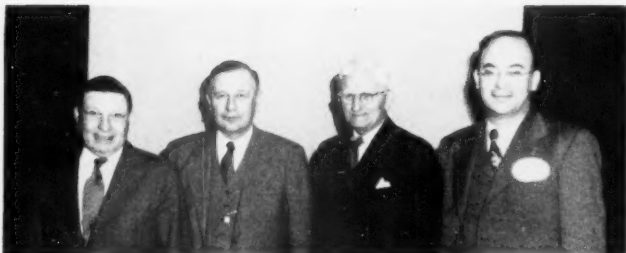
1. Carefully select the best building products and stock them adequately.

2. Select, train, and maintain an adequate staff of employees who will cheerfully serve their customers.

3. Through various advertising media, including the testimony of satisfied customers, promote what the firm has to offer and sell the public.

4. Always strive to offer quality goods at lowest possible prices.

Baker, who is noted for the efficiency of the building material manufacturing company he heads in Buffalo, N. Y., urged the dealers to consider hiring carpenters,



The new president and three re-elected vice-presidents of the Virginia Building Material Association are seen in top picture. From left, the quartet includes L. R. O'Hara, Yorktown; W. N. Neff, Abingdon; President Ernest L. Whitehurst, Norfolk, and Maurice R. Large, Farmville. E. R. Woolridge, Roanoke, was elected vice-president to replace Whitehurst. Craigie Ruffin and Harris Mitchell, both of Richmond, were re-named treasurer and secretary-manager, respectively.

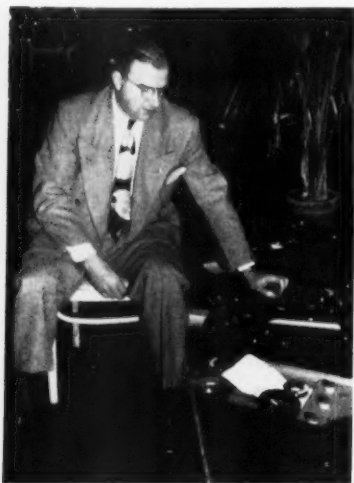
mechanics, and forestry-school graduates as sales and service employees because of their practical experience and knowledge of material uses.

Baker's inspiring speech was followed by the report of the Resolutions Committee, which was uniquely played back from a recorder operated by Director

David Mims. The transcribed voice of Vice-President W. N. Neff, of Abingdon, moved for the adoption of resolutions that were unanimously adopted on the following topics:

Favoring House Judicial Resolution No. 17 calling for tax equality.

Against the impending Fair



Four participants in the Friday morning session of the Virginia dealers' convention are seen above. From left, they include Vice-President L. R. O'Hara, who presided; Miss Carolyn Nettleton, of Covington, who stressed the usefulness of the building material short course which she attended; H. Powell Seward, of Richmond, FHA state director, and Herbert R. Hill, Richmond manager of the Life Insurance Company of Virginia, who discussed the association's group insurance program for employees. Director David H. Mims, of Luray, is seen at left recording the speech of Melvin H. Baker, president of the National Gypsum Company. Mims recorded on wire the major talks and deliberations.



"No marks on hands or clothing with Chromalite Finish"

"Chromalite makes a big hit with my customers"



It's easier to get a better job with Chromedge — every piece is uniform in finish and quality.

Get the advantages of CHROMEDGE with B & T's durable, beautiful rubproof CHROMALITE FINISH

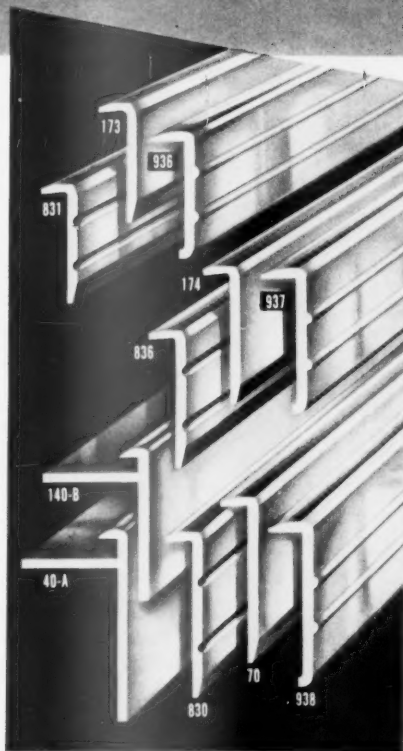
Here's top beauty and extra value in nosings for counters, cabinets and tables! The soft, rich gleam of B & T's famous durable, rub-proof, Chromalite Finish is *in the metal itself*—it's not just a coating. It's there to stay. It won't discolor clothing or hands. Its "luxury look" is permanent.

Other "Plus" CHROMEDGE Features

In addition to a bigger choice of shapes for every type of installation, Chromedge Metal Trims give you other advantages. Their *dimensional stability* means that each length of each section is exactly like the others. Joints and corners *match*. Metal thickness is uniform. Face widths are consistent. Lip recesses are accurate. Also, the quality of Chromedge alloys does not fluctuate. Their strength, workability, and *durability* are carefully maintained. You get no substitutes or makeshifts. Every foot of these Chromedge extrusions is made in B & T's own plants!

Your Chromedge distributor has full information on B & T's complete line. Get in touch with him today!

The B & T Metals Company
Columbus 16, Ohio



Employment Practices Commission.

Favoring continuance of the Taft-Hartley labor act or something similar.

Commendation of the Public Relations Contest sponsored by the National Retail Lumber Dealers Association.

Endorsement of the efforts of the Building Research Advisory Board and the Lumber Dealers Research Council.

Against the cooperative housing section of Senate Bill No. 2246; in favor of Title I FHA continuance, but against the whole bill if the cooperative feature can not be avoided otherwise.

The new officers are shown on page 42, together with the names of those not pictured. Past-President Forrest Paulett headed the Nominating Committee which obtained the election of Albert A. Smoot, of Alexandria, as counselor to the Chamber of Commerce of the U. S. succeeding Henry W. Heine. Earl R. Hunt, Norfolk, was re-elected dealer director for NRLDA.

The new board of directors includes: Forrest G. Brice, Ashland; E. R. English, Altavista; H. G. Fowler, Newport News; J. F. Hardwick, Salem; R. H. Hinton, Lillian; S. Gordon Leary, Woodbridge; M. M. Maddux, Marshall; David H. Mams, Luray; J. F. Raff, Sr., Washington, D. C.; C. B. Robinson, North Tazewell; Paul F. Rosenberger, Winchester, and Fred Shortt, Grundy.

President S. Lester Burroughs, of Tappahannock, was retired to the Advisory Council of Past-Presidents.

C. B. Sweet, of Longview, Wash., president of NRLDA, warned the dealers of socialistic dangers in the policies of the administration and certain members of Congress.

With color slides, Ray A. Hill advertising sales director of the National Paint, Varnish, and Lacquer Association, Washington, D. C., explained "An Easy Way to Make Money," following the Early Bird breakfast. Hill detailed the enormous home maintenance and modernization market for paint products.

A highlight Friday morning was an open-forum session for which Donald L. Moore, editor of SOUTHERN BUILDING SUPPLIES, served as moderator. After he reported on a survey of the merchandising lines and practices of Virginia dealers,

they entered into a lively discussion of pension plans for dealer personnel, the effects of the new wage-hour rulings, the use of installment credit, and the value of advertising.

Robert B. Brooks, associate of Roy Wenzlick and Company, St. Louis, Mo., traced current trends in building costs and prospects in a Thursday-afternoon chart talk. Colonel Brooks maintained that even if there were a 25-per-cent drop in prices in the next five years, they still will be far above the 1939 level. He said the present building boom should be about normal by year's end.

Ways building material dealers are becoming better merchandisers were described by Jack Parshall, executive editor of *Building Supply News*.

The dinner speech Thursday was made by Col. Jack Major, Paducah, Ky., humorist and lecturer, who held the attention of some 300 conventioners for about 90 minutes with his discourse on "Taxes, Women, and Hogs."

A Hoo-Hoo concatenation which ran almost three hours late, to 12.09, resulted in the initiation of 13 kittens by a degree team headed by the Grand Snark of the Universe, Martin Wiegand, of Washington, D. C.

Tom Ruffin, of Richmond, chaired a committee that judged the large hall of exhibits. That of the U. S. Plywood Corporation was chosen for "salesmanship"; that of the MacLea Lumber Company, Baltimore, for its sales and educational merit; and that of the Weyerhaeuser Sales Company for its educational message on the need for reforestation. The MacLea exhibit featured 50 of the world's "most beautiful woods," selected from the collection of nearly 3,000 species owned by J. L. Stearns, Berwyn, Md.

Reserve 'Em Now!

Hotel reservations for the 1950 convention of the National Retail Lumber Dealers Association are to be made directly with the Shamrock Hotel in Houston, Tex., Executive Vice-President H. R. Northup has announced. The convention is scheduled for October 9-14, but reservations at the popular new hotel should be made as soon as possible.

Florida Short Courses Offered in Tampa, Miami

The last two in a series of short courses for building material personnel near five Florida cities are scheduled for March 27-30 in Tampa and May 1-4 in Miami.

They are co-sponsored by the Florida Lumber and Millwork Association and the extension divisions of the University of Florida and Florida State University. Certificates are awarded to all completing the course.

Dr. Lowell C. Yoder, department of economics, University of Florida, speaks on "Salesmanship—How Do You Do?" The topic of Roy D. Shaw, department of commerce, Florida State University, is "The Close Line." Two other Florida State faculty members, Jack A. Hill and James Dykes, give the students pointers on "Effective Human Relations" and "Advertising to Sell."

Classes have already been completed in Ocala, Jacksonville, and West Palm Beach. This is the second year the series of courses has been offered.

Arkansans to Hear Carney

DeMatt Henderson, secretary of the Arkansas Lumber Dealers Association, has announced that its annual convention will be held April 13-14 at the Hotel Marion in Little Rock.

Among the speakers will be Ralph Carney, sales manager of the Coleman Lamp Company; Edmund Harding, Washington, N. C., humorist, and Andre Mouton, humorist and authority on the Port of New Orleans.

Texans Announce Convention Committees

Houston dealers, who are playing hosts to fellow members of the Lumbermen's Association of Texas for the annual convention to be held in Galveston, April 23-25, have appointed James Quinn and his wife as general chairmen for the men's and ladies' affairs.

The Quinns have announced the following committees: Cocktail Party, Alfred Gersteman, chairman, John Anderson, and Jack Perry; Entertainment, Emanuel Olshan, chairman, and Spencer Swearingen; Hoo-Hoo, Herbert F. Adey, chairman, and William D. Allison; Exhibits, Bob Stahlman,

New counter display shows **COLORFUL NEW GOLD BOND INSULATION BOARD**

TOO bad this ad isn't in full color. Then you'd see how this beautiful new Gold Bond display shows off the harmonizing variegated color blends of new Gold Bond Insulation Board. It has a cutaway section of the new interlocking edges on tiles and planks—shows customers how easily and quickly it is applied. All you have to do is tell them how new Gold Bond Insulation Board insulates and hushes noise and how it does any remodeling job at low cost. The new display will help you close more sales.

If you haven't received one of these new displays, contact your local Gold Bond representative. Or write Advertising Department, National Gypsum Company, Buffalo 2, New York.



**You'll build or
remodel better with
Gold Bond**

◀ **GOLD BOND INSULATION BOARD** is perfect for any remodeling—home or commercial. Every month, full page ads in the Saturday Evening Post give your customers remodeling ideas like this one—for game rooms, extra bedrooms, summer cottages, bowling alleys, etc.—all done at low cost with new Gold Bond Insulation Board.

NATIONAL GYPSUM COMPANY, BUFFALO 2, N. Y.

Decorative Insulation Boards, fireproof Wallboards, Lath, Plaster, Lime, Sheathing, Wall Paint, Rock Wool Insulation, Metal Lath and Sound Control Products.

chairman, and D. M. Nichols; Food Concessions, W. A. Russell, chairman, and Weldon Walker; Reception, Mr. and Mrs. W. D. Parker.

In charge of the President's Banquet are W. D. Parker, chairman, and Malcolm McCulloch; Special Guests, Wyllis A. Taylor, chairman, and F. F. Wood; Registration, H. J. Skinner and Tillie Smith, co-chairmen; Publicity, George Schnitzer and Al J. Brown, of the *Gulf Coast Lumberman*, Robert Aylin and Dick Dumit, of the Aylin Advertising Agency, and Baron Creager, Southwestern editor of *Southern Building Supplies*.

More Florida Speakers

More outstanding authorities have joined the list of speakers to be featured at the 30th annual convention of the Florida Lumber and Millwork Association, in West Palm Beach, April 12-14.

George A. Smathers, United States congressman from Florida's fourth district, will give "A Report from Washington." "Installation Selling" will be discussed by R. C. Mader, assistant manager of the business development department of Allied Building Credits, Inc. R. A. Hill, advertising sales director for the National Paint, Varnish and Lacquer Association, will tell dealers "An Easy Way to Make Money."

Retailers Elect Burt

The Corpus Christi, Tex., retail lumber dealers recently elected Floyd Burt president of their association for 1950. Burt is associated with the Zarsky Lumber Company.

Other officers are Thomas A. Howell, Temple Lumber Company, vice-president; Robert R. Richter, Wehring Lumber Company, secretary, and Jack S. Ryan, Corpus Christi Brick and Lumber Company, treasurer.

Tulsans Give Materials To March of Dimes

A house model—modern down to the electric lighting and door bell that rang as dimes were dropped through the chimney—was built by convalescent polio patients for the recent March of Dimes drive in Tulsa, Okla.

Materials and plans for the project were supplied by the Tulsa Lumbermen's Association. The association's secretary-manager, Joe M. Morris, poured 400 dimes into the chimney as a starter when the house was installed in a bank lobby.

New officers were elected at a recent meeting of the Tulsa Lumbermen's Association.

H. H. Poarch, of the Economy Lumber Company, was elected president. Olaf Huggins, Huggins Material and Supply Company, is

It's a Date

March 15-16—Louisiana Building Material Dealers Association, Jung Hotel, New Orleans, La. Exhibits.

March 22-24—Carolina Lumber and Building Supply Association, Ocean Forest Hotel, Myrtle Beach, S. C. Exhibits.

March 27-28—Tennessee Building Material Association, Auditorium and Claridge Hotel, Memphis, Tenn. Exhibits.

April 3-5—Lumber and Supply Dealers Council of Georgia, General Oglethorpe Hotel, Savannah.

April 12-13—Mississippi Retail Lumber Dealers Association, Buena Vista Hotel, Biloxi, Miss. Exhibits.

April 12-14—Florida Lumber and Millwork Association, Palm Beach Biltmore Hotel, Palm Beach.

April 13-14—Arkansas Lumber Dealers Association, Hotel Marion, Little Rock, Ark.

April 23-25—Lumbermen's Association of Texas, Municipal Pier, Galveston, Tex. Exhibits.

now vice-president, and Ben Askew, H. E. Ketcham Lumber Company, is treasurer.

The new board of directors includes Walter R. Kelly, H. E. Henry, Dale Carter, Ira Crews.



PRINCIPALS AT THE ANNUAL DINNER meeting of the Alabama Building Material Exchange are seen in the picture above, snapped at the speakers' table just before the dinner began. Over 300 dealers and associates attended the meeting, held February 4 at the Redmont Hotel in Birmingham.

Laurie Battle, U. S. Congressman from Alabama, was the principal speaker. He told dealers "What's New in Washington" and enumerated his reasons for opposing any sort of FEPC legislation.

New officers were installed. Left to right in the picture are Rep. Battle, Thornton (Speedy) Estes, re-elected president; Mrs. Mary K. Harless, executive secretary; Louis Meer, treasurer; James Grayson, secretary, and H. H. Caldwell, retiring secretary.

Officers not shown in photograph are Clyde Bear, Montgomery, first vice-president; L. C. Mayo, Birmingham, second vice-president, and W. P. Dilworth, Huntsville, third vice-president.

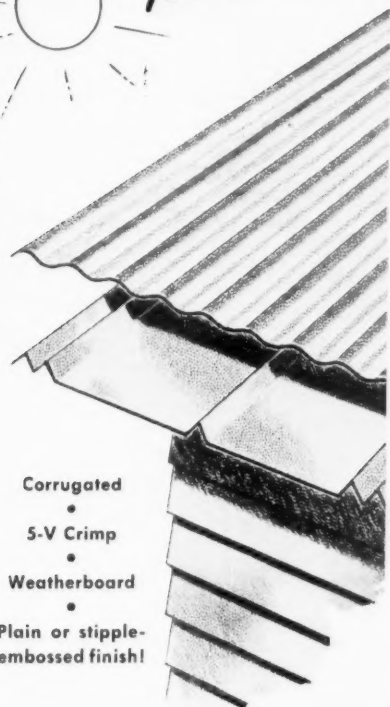


You're in the right climate for extra profits with

Heat-Reflective

Rustproof

Reynolds *Lifetime* Aluminum Roofing and Siding



Corrugated

•

S-V Crimp

•

Weatherboard

•

Plain or stipple-embossed finish!

The hot weather can be your best salesman. Your customers know that rustproof aluminum never needs painting...saves them money in the long run. That clinches sales in itself.

But when the sun beats down—for extra sales, bear down on the fact that aluminum throws off sun heat, keeps interiors up to 15° cooler. Tell them that field tests *prove* aluminum roofs keep poultry and livestock healthier, in hot weather, increasing egg and milk production.

Yes, you're really in the *right* climate for making more aluminum sales and enjoying the extra dollar volume that goes with each transaction.

Remember, aluminum can go right on over rustable metal roofing and siding, with building paper between. All you need is a solid enough base to nail to. Don't let those extra aluminum dollars get away! See your jobber or mail coupon to **REYNOLDS METALS COMPANY**, Building Products Section, Louisville 1, Ky. Offices in 32 principal cities.

For anybody to put up...

REYNOLDS *Lifetime* ALUMINUM

Gutters and Downspouts

Another "hot" seller!



**REYNOLDS
ALUMINUM
REFLECTIVE
INSULATION**

Reflects up to 95% of radiant heat...in walls, over ceilings, under rafters. Aluminum foil bonded to one or both sides of tough kraft paper. In rolls of 250 square feet, 25", 33" and 36" wide.



Slip joints, no soldering! Double your dollar volume over rustable metal—yet give your customer rustproof permanence at half the price of other rustproof materials! Half-round and Ogee styles, plain or stipple-embossed finish.

Special Trial Order—enough for three average houses—\$122.56 for Half-round, \$138.49 for Ogee!

For all exposed nailing,
sell rustproof non-staining
REYNOLDS *Lifetime* ALUMINUM NAILS



...AND ALUMINUM BUILT-UP ROOFING, 19" SELVAGE!

It's Rey Kool...a 17½" strip of embossed aluminum laminated to asphalt felt 36" wide. Lapped courses provide two layers of felt with a continuous aluminum top. In rolls to lay one square.



REYNOLDS METALS COMPANY,
Building Products Section,
2036 South Ninth St., Louisville 1, Ky.

Send full information on your,

☐ Gutters ☐ Insulation ☐ Built-up Roofing
☐ Roofing & Siding ☐ Windows ☐ Nails
☐ Flashing ☐ Accessories

Name _____

Company _____

Address _____

REYNOLDS ALUMINUM

Tennesseans to Hear Wage-Hour Speech

Boyd Mahin, said to be one of America's best-informed attorneys on the Wage-Hour law, will discuss its effect on the retail lumber industry at the silver anniversary convention of the Tennessee Building Material Association in Memphis, March 26-28, at the Municipal Auditorium.

Dealers who have been continuous members since the 1925 convention will receive quarter-century certificates.

Cy Sweet, president of the National Retail Lumber Dealers Association, will explain the association's plan of action for the year.

Albert Gore, U. S. Congressman from Tennessee, will talk on "The Fate and Fortune of the Middle Class."

Special problems in retailing—such as lumber truckers, direct sales by wholesalers and jobbers—will be tackled in an open forum conducted by members of the trade press.

Commissioner Evans, of the State Department of Finance and Taxation, will work with the Tennessee association's legislative committee toward a solution of the problem of untaxed truck sales. Evans will also address the dealers.

The University of Tennessee will again make known to dealers the results of its annual business cost survey of retail building supply dealers. These figures are based on business conducted in 1949.

Much time has been left for thorough inspection of the many exhibits to be displayed in the Memphis Auditorium. A style show and other entertainment are planned for wives and daughters.

New Tenn. Members

Five new members have joined the Tennessee Building Material Association since January 1, 1950. They include the Beard-Hutchinson Lumber Company, Tiptonville; the Highlands Lumber and Millwork Company, Tullahoma; the Builders Supply Company, Erwin; the Humbrecht, Langlois and Johnson Company, Nashville; and the Nixon Lumber Company, Memphis.

Prizes for New Members

To add even more pep to the intensive membership drive be-

ing staged by the Lumbermen's Association of Texas, sterling silver prizes will be awarded to those securing the most new members.

There will be 10 first prizes, six second prizes, and three third prizes, ranging from sterling silver four-piece buckle sets to key rings. The contest began February 1 and will close at convention time in April.

Houstonians See Movie

At the February 14 dinner meeting of the Retail Lumber Dealers Association of Houston Tex., "Wrecker" Olshan showed fellow-members a color movie of the interior of Mexico. This meeting was also "ladies' night."

Joe D. Friedman, formerly with the U. S. Department of Internal Revenue, explained free income-tax service.

Missourians Hear Gist

Nathan H. Gist, New York humorist and philosopher, will speak at the annual meeting of the Southeast Missouri Retail Lumber Dealers Association. The convention will be held at the Harquette Hotel in Cape Girardeau, April 21.

Materials Handling Demonstration To Be Featured at Georgia Convention

The first special demonstration of materials-handling equipment ever to be held at a retail lumber dealer convention in the Southeast will be a feature of the 25th annual convention of the Georgia building material dealers.

Theme of the three-day convention of the Lumber and Supply Dealers Council at the General Oglethorpe Hotel in Savannah, April 3-5, will be "Merchandizing and Mechanized Handling." Counselor Joseph G. Rowell promises Georgians and other Southeastern dealers that this convention "will help make you 'Fit for the Fifties'."

Gravity and powered conveyors for moving materials into and out of warehouses and lumber yards; fork-lift trucks for transferring packages of lumber and pallets of other materials; special hand trucks and stackers—all these labor-saving devices will be demonstrated and explained by factory representatives and distributors of materials handling equipment.

Water Systems Month

May has been chosen as "National Water Systems Month."

The 600,000 farms electrified in 1949 still offer excellent markets for entire new water systems and related items, according to the National Association of Domestic and Farm Pump Manufacturers.

"Best Home" Contest Announced for Builders

The Parents' Institute, Inc., has announced a competition in which merit awards will be presented to the builders of the 11 "Best Homes for Family Living" built in 1949. The contest closes May 1, 1950. Awards will be made in July.

Houses will be judged on arrangement and use of space, storage facilities, and general convenience, considering selling price per square foot, for a family with two or more children. The placement of the house on the lot, intelligent use of manufactured materials, simplicity of maintenance, attractiveness of architectural design, and structural soundness and workmanship will also be deciding factors.

James F. Mack, Hollywood, Fla., dealer and chairman of the Materials Handling Committee of the National Retail Lumber Dealers Association, will report on his findings as to the uses of material handling equipment by retail dealers. Donald L. Moore, editor of SOUTHERN BUILDING SUPPLIES, will direct the show.

Among the prominent industry representatives who will speak at this convention are Gates Ferguson, advertising manager, Celotex Corporation; Chester C. Kelsey, manager, Asbestos Cement Products Association; Clark McDonald, secretary-manager, Southern Sash and Door Jobbers Association; D. J. Hardenbrook, vice-president, Union Bag and Paper Corporation; Richard B. Wand, publisher, *Southern Lumber Journal*; Charlie Girardeau, Atlanta dealer and council president; Oertell Collins and Larry Palmer, Savannah dealers and council leaders, and Charles Peek, Cedartown dealer.

New Kimsul* reflects heat ...shuts out condensation!

New Reflective KIMSUL* does far more than ordinary insulation. With its unique, double barrier of aluminum foil cover and many-layer fiber blanket, new Reflective KIMSUL stops *both* radiated and convected heat from escaping. This is the most effective method of stopping heat loss ever devised!

It's the first complete, all-in-one insulation—with *all* the features you've wanted, all the features home-owners have wanted! Here, for the first time, is an insulation with true sales appeal—with a *handome*, eye-catching appearance ideally suited for window and floor displays.

Here's an insulation that provides a double barrier against heat loss—with vapor seal that meets FHA requirements, too. Now, the smaller, lighter, compressed package reduces handling costs 80%; and new, sturdy tacking flanges cut the time and expense of installation.

Here's everything that could be expected of an insulation—and *more*. Resistance to fire, insects and mold—fuel savings up to 44%—greater comfort in hot weather—you'll find all these advantages in new KIMSUL. Now, without question, America's finest insulation.

No wonder—in just five months—dealers all across the country are reporting higher sales than ever, ever before!



KIMBERLY-CLARK CORPORATION, Neenah, Wisconsin

Now two types of Kimsul



REGULAR KIMSUL
(red package)



REFLECTIVE KIMSUL
(gray package)



WITH
REFLECTIVE
VAPORSEAL

*U.S. REG. U.S. PAT. OFF. & CAN.

WEST VIRGINIANS EXCHANGE COST IDEAS

REFLECTING the interest of yard owners in the future of their business, a round-table discussion of profits, costs, break-even points and yard-improvement ideas occupied an important spot in the two-day convention of the West Virginia Lumber and Builders Supply Dealers Association in Charleston, February 24-25.

The round table was conducted by C. I. Cheyney, president and general manager of the Bailey Lumber Company, Bluefield, who had asked a number of dealers to bring pertinent operating figures to the convention for comparing West Virginia figures with those of a group in Tennessee in which a comprehensive survey had been made.

The Tennessee pattern as outlined on a blackboard showed average cost 73.5 per cent, gross profit 26.5 per cent, and net profit 5.4 per cent. The ensuing discussion developed that some dealers dropped down to around 3 per cent on their net while others showed as much as 7 per cent.

From this point the discussion involved the proper percentage to be used for advertising, delivery cost percentage, and stock turnover.

Most experts recommended that as much as 2 per cent of the gross be used for advertising. Most of those present estimated their ad-



This picture was snapped exclusively for S*B*S as C. I. Cheyney, of Bluefield's Bailey Lumber Company, drove home a fact in the open-forum discussion by West Virginia dealers of ways and means to control operating costs and protect profits. Cheyney, whose firm operates retail yards in Virginia and West Virginia, was moderator of the lively forum.

vertising expenditure as from 0.5 per cent to 0.8 per cent.

Delivery costs were discussed in relation to total sales. A bombshell was delivered when C. L. Lantz, president and general manager of the 50-year-old firm of Geo. Weimer and Sons, Inc., St. Albans, said his breakdown had shown several months before that his delivery expense was 3.3 per cent. As a result, he sold his trucks and

began delivery by contract with a trucking company and was saving from \$1,000 to \$1,500 per month. Complete details on this will be published soon in S*B*S.

Next exciting discussion concerned turnover. Most of those present reported a turnover figure ranging from 4 to 8. Charles E. Badger, president and general manager of the Badger Lumber Company, Parkersburg, and a former chain store executive, reported that his turnover was 13.

During the discussion of business ratios, it was concluded that current assets should be twice current liabilities.

T. R. Armstrong, vice-president, Huttig Sash and Door Company, led off the first afternoon with an address entitled "Building Men."

He asserted that one of the aims of management should be to bring out the best in its employees. Research has revealed to business, he said, that employees work for many things besides money.

"I doubt," Armstrong said, "if you could make a Communist out of a man who respects his boss, who is sold on his company, and who is happy on his job."

Gates Ferguson, advertising manager of the Celotex Corporation, spoke on the "Magic of Merchandising." He laid out a program of improvement with suggestions ranging from a more pleasant voice on the telephone to providing parking space. He urged dealers to set an example in building and painting and the use of building supplies.

Joseph F. Leopold, of Dallas, Tex., representing the National Tax Equality Association, Chicago, gave the latest news from the co-operative front in his talk, "Doing Business Without Taxes." He discussed the tax-free churches and schools who have bought businesses and then leased them back to the former owners.

H. R. (Cotton) Northup, executive vice-president of the National Retail Lumber Dealers Association, spoke on the topic of "Washington Is Nearer Than You Think." He reported the progress being made with national legislation affecting the retail lumber dealer.

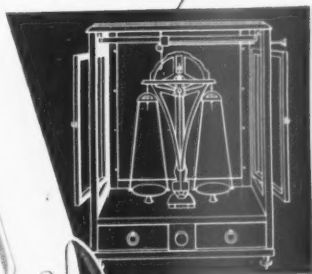
Thirty-five manufacturers had exhibits at the convention—the first exhibits for West Virginia dealers since the war.



Officers of the West Virginia Lumber and Builders Supply Dealers Association pose at the 37th annual convention in Charleston on February 25. Seated are Ralph B. Thorn, left, retiring president, and Earl Lilly, Beckley, new president. Standing, from left, are Sam H. Diemer, Fairmont, state secretary; Robert E. Walls, Morgantown, new director; H. R. Northup, NRLDA executive vice-president, Washington, D. C.; Ralph Woodyard, Crafton, new vice-president, and Orval Means, Beckley, holdover vep. Absent when the picture was made were Treasurer C. G. Conaway, Fairmont, and Vice-Presidents James E. Moore, Huntington, and A. W. Laing, Jr., Charlottesville.

no secrets

*With balance and
burette our
laboratory technicians
get right to the
heart of things
in their
constant search
for ways to
make
Hermitage Cements
better and better.



Hermitage Portland Cement Company • AMERICAN TRUST BUILDING, NASHVILLE 3, TENN.



PORTLAND
HIGH EARLY STRENGTH
AIR ENTRAINING
MASONRY

MARCH, 1950 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

GYPSUM BOARD

(From page 21)

and six to eight inches apart on walls. Nails should be driven "home" with the heads in a dimple, formed by a round-faced hammer, slightly below the surface of the board. These nails are later concealed with the same plastic cement used in the joint treatment.

Vertical wall panels are nailed

first at the panel last applied; then on the first intermediate stud; next on the second intermediate stud; and finally over framing members.

To conceal joints so that a smooth, continuous, unmarred surface is obtained, it is necessary for a skilled workman to perform the application.

Manufacturers supply their own plastic material to fill the recessed portion at the edges of wallboard. After this, reinforcing perforated tape is pressed over the plastic material with a putty

knife. Later the tape is covered with cement to fill the recess flush with the rest of the board. In accordance with the manufacturer's directions, the joint is sanded smooth and level with the surface of the board. It also should be sanded or scraped before each application.

As the public discovers the variety of attractive finishes available with Gypsum Wallboard, the demand increases. The wood-grain finish may be used without further decoration for executive offices and homes. The use of V-joints in wood-grained wallboard has eliminated the need of a special joint treatment, as the visible joints are an essential part of the decoration.

Wallboard can be painted, calcimined, enameled, or wallpapered. When joint treatment is used or if nail-head holes are filled, a good varnish primer is an essential in decorating.

Gypsum Boards are stored flat and under cover. Two men are needed to handle large sheets of wallboard. These are generally packed two sheets to the package, with the ends sealed.

Gypsum Lath is available in thicknesses of $\frac{3}{8}$ " (standard) or $\frac{1}{2}$ "; lengths of 48" (standard) or 32" or 36", and standard width of 16". Gypsum Lath also is available in long lengths to provide solid plaster partitions from ceiling to floor.

Gypsum Lath comes in three forms: plain, perforated, and insulating. Each type is used as a base for gypsum plaster.

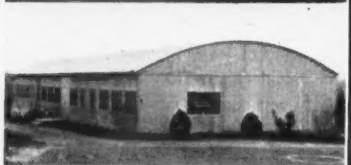
The plain lath has a smooth continuous surface. Perforated lath has holes spaced at regular intervals vertically and horizontally. These provide a mechanical "key" as the plaster extends through the perforations. Both plain and perforated lath have proved excellent plaster bonds.

Insulating Gypsum Lath has insulating metal foil attached to the back of the lath to minimize the flow of heat and act as a vapor-barrier.

Gypsum Lath is nailed at each support with 13 gage, 1 9/64" long flat-head blued nails spaced approximately five inches apart, using five nails to the stud. The nails are driven with the underside of nail flush with the lath.

Joints are staggered. Lath should be touching, but not butted tightly in place.

Gypsum Lath usually comes six



*Greatest
Building Value
on the Market!*

PIONEER

PRE-INSULATED

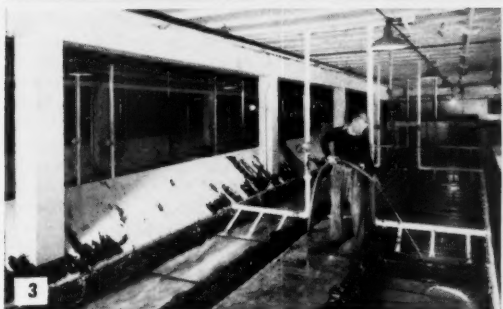
STEEL BUILDINGS

- ✓ Easy-to-erect
- ✓ Factory insulated
- ✓ Flexible in use
- ✓ Weather-proof
- ✓ Fire resistant
- ✓ Vermin-proof
- ✓ Quick delivery
- ✓ Higher resale value

Get your share of the new steel building market. Here is a permanent steel building that is flexible, easy to erect, and comes to the building site *complete*, with the predetermined number of doors, windows. With the Pioneer pre-insulated Steel Buildings you carry no inventory, no warehousing, no investment—it's simply a matter of profitable selling. Get complete details.

PHONE, WIRE, OR WRITE
Today

THE PIONEER COMPANY
1050-1054 Century Building Pittsburgh 22, Pa.



These 4 Markets Offer You A Money-Making Opportunity with WOLMANIZED Pressure-Treated Lumber

Wherever the threat of wood fungus decay or termites—or both—exists, there's an established market for WOLMANIZED Pressure-Treated Lumber. That covers:

- 1—**Homes**—foundations, flooring, porches and fences.
- 2—**Heavy Construction**—stadiums, docks, understructures and all wood exposed to weather, moisture and termites.
- 3—**Industry**—flooring, roof decking, platforms, cooling plants.
- 4—**Farms**—barns, silos, livestock and poultry shelters, troughs.

WOLMANIZED Lumber is pressure-treated—time-tested and service-proved over 25 years. Provides sure, lasting protection against rot and termites. It lasts 3 to 5 times longer than untreated wood. Besides, it's clean, easy to handle, odorless and paintable.

Complete Merchandising Plan Makes WOLMANIZED Pressure-Treated LUMBER Pay Off for You

If you're missing out on this profitable, business-building trade, sell WOLMANIZED Pressure-Treated Lumber now. Use the effective WOLMANIZED Merchandising Plan to make your efforts pay off quickly. Promote the lumber that makes your yard headquarters for rot and termite protection—for steady, profitable business for you.

Get All the Facts Here

Free booklet tells you all about WOLMANIZED Pressure-Treated Lumber—and about the complete WOLMANIZED Merchandising Plan. Get your copy now.



AMERICAN LUMBER & TREATING COMPANY

General Offices: 1680 McCormick Building, Chicago 4, Illinois



Boston 9, Mass., 141 Milk Street
Little Rock, Ark., Exchange Bldg.

New York 17, New York, 420 Lexington Ave.
Baltimore 25, Md., P. O. Box 2765

Jacksonville, Fla., 719 Graham Bldg.
Portland 5, Oregon, 1220 S.W. Morrison St.

Los Angeles 15, Calif., 112 West 9th Street San Francisco 5, Calif., 604 Mission Street

sheets to the package, which can easily be handled by one man.

Gypsum Sheathing has the following standard dimensions: 1/2 inch thick, 2 feet wide, and 8 feet long. It is used beneath wood siding, shingles, stucco, or brick veneer.

Gypsum Sheathing is made with interlocking joints to make it wind-tight.

Gypsum Sheathing comes two sheets to the package—and can easily be handled by one man.

In applying Gypsum Sheathing, use 1 3/4" long, 11 gage, galvanized,

barbed, roofing nails with 7/16" diameter heads. Space them 3/8" from edges and ends of sheathing.

Nails on sheathing should be spaced four inches apart along studs and 3/8" from edges, except where nails are driven through exterior finish to framing, when they should be spaced eight inches apart.

Gypsum Sheathing panels are applied horizontally. Start at a lower corner and work up, staggering the ends of the panels.

If wood siding is applied directly over Gypsum Sheathing,

nails should extend through sheathing and into wood framing.

With shingles, 1x2-inch furring strips, nailed through to the framing, are applied at right angles to the studding. New patented fasteners are available for attaching shingles directly to Gypsum Sheathing.

In stone or brick veneer construction, a one-inch air space should be left between sheathing and veneer. Wall ties should extend from the framing through the sheathing to the masonry.

The major manufacturers of Gypsum products provide dealers with a variety of sales and advertising aids, including stereo mats, consumer folders, application bulletins, wallboard displays, and board samples. Manufacturers encourage dealers to install Gypsum Wallboard in their stores and offices so they can readily show prospects how attractive such installations can be.

When dealers team these merchandising aids with adequate stocks of Gypsum products, they can be certain that their sales and profits will climb.

ASME Meet Features Lumber Sessions

Open sessions of great interest to lumbermen and wood products manufacturers will be held by the wood industries division of the American Society of Mechanical Engineers at its national meeting at the Statler Hotel in Washington, D. C., April 13 and 14.

Four papers to be read and discussed include: "How Increased Mechanical Efficiency is Being Obtained in the Southern Pine Region," by Earl R. Schindler, manager of the mechanical efficiency department of the Southern Pine Association; "Survey of Post-War Developments in Wood Products Research," by Carl A. Rishell, director of research for the Timber Engineering Company and the National Lumber Manufacturers Association; "Machines and Forestry," by Anthony P. Dean, chief of the division of engineering, U. S. Forest Service, Department of Agriculture, and "Report of Committee on Wood Cutting Tools and Equipment," by Thomas D. Perry, consulting engineer, and F. Powell Forbes, manager of the engineering and fabrication division of the Weyerhaeuser Timber Company.

Worried About Profits?



Monarch
MetaLane[®]
WEATHERSTRIP

...in packages!

Monarch MetaLane Weatherstrip sells faster because it's been first choice for 2 generations. Every carton includes complete installation instructions, dust pads, nails and the finest weatherstrip made, cut to standard sizes, ready to use. Either builder or home owner can install it without waste or mistakes. No special tools are required.

For you—Monarch MetaLane Weatherstrip in Packages is easy to order, easy to inventory, easy to stock, and profitable to sell.

Ask Your Sash & Door Jobber
OR MAIL COUPON TODAY

Monarch[®]
METAL WEATHERSTRIP
CORPORATION

4337 ETZEL AVE. • ST. LOUIS 14, MO.

® MetaLane Weatherstrip resists corrosion and oxidizing, and guards against the streaking and staining of woodwork and stone like most ordinary weatherstrips.

Monarch Metal Weatherstrip Corp.

6337 Etzel Ave.

St. Louis 14, Mo.

Date

Send me all the details on the money-making fast-turnover Monarch Packaged Metal Weatherstrip.

Company

Address

City & State

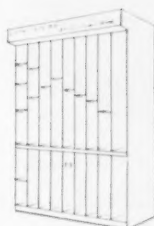
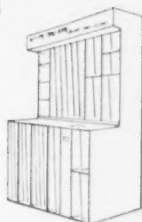


... to sell more window glass

It will pay you to stock your window glass, merchandise it, cut it—right on your selling floor. Properly displayed, it is a “stopper”—and a profit-builder. Your profit on window glass, coupled with the faster turnovers made possible by a good display, can make window glass a leading item for you.

Here's how you can get started. Ask for the free L-O-F plans and specifications for a display storage rack to fit your needs. Then build it, install it—and you're all set to cash in on extra window glass sales.

Of course, you'll want a good stock of the easier cutting L-O-F Window Glass (the kind with the famous nationally advertised trademark). For advice on what quantities of the fastest selling sizes to stock, call your nearest L-O-F distributor. You can get your display plans from him, too. No obligation, of course, Libbey-Owens-Ford Glass Company, 1735 Nicholas Bldg., Toledo 3, O.



LIBBEY • OWENS • FORD

a Great Name in **GLASS**



Free!

Send for
display rack
plans **TODAY.**



IMPORTANT: Mail this coupon to your L-O-F glass distributor.

Please send me the book, "Greater Window Glass Profits", containing L-O-F window glass display unit plans.

COMPANY NAME _____ (Please Print)

STREET ADDRESS _____

CITY _____ POSTAL ZONE _____ STATE _____

REQUESTED BY _____

New Building Products Described in Book

The *Journal of Commerce* has released its 1950 edition of "New Products and Services," an 80-page book of information about merchandise introduced last year in all major industries. It contains descriptions and names of items, with names and addresses of the manufacturers.

Of particular interest to building supply dealers are the sections on rot and rust preventatives, floor enamel, wall finishes, stucco coatings, spray-gun kits, screening, steel bridging, windows, doors, builders' hardware, insulations, movable partitions, building blocks, model home kits, brick-laying development, and sealing strips.

New developments in air-conditioning, home appliances, lighting fixtures, refrigeration, materials handling equipment, and prefabricated housing also are included.

The book sells for 50 cents a copy. The *Journal of Commerce* offices are at 63 Park Row, New York, N. Y.

COLOR MOTION PICTURE TELLS PAINT STORY



"The Secret of the Masters" is the title of a new full-color motion picture that has been produced for the United States Gypsum Company. It reviews the history of decoration with authoritative settings and costumes like those shown above. It features art masterpieces that prove the durability and beauty of the type of quality oil paint that can be thinned with water. It will be shown soon as a short-subject feature in Warner Brothers' 10,000 theaters throughout the nation. Meanwhile, USG is making the film available to its Texolite paint dealers for exhibition to special gatherings of painting contractors, painters, decorators, and others interested in the subject.

Now New Adjustable Screen Door Grilles

FIT ALL THREE Popular Size Screen DOORS

Built of lasting steel with a cast aluminum ornament for permanent beauty, this smartly designed grille has sparkling sales appeal for all home owners.

The adjustable feature means lower inventories and quicker deliveries—No lost sales due to sizes out of stock. Order now for Spring selling. See your local distributor for this popular, fast moving item or write us direct.

THE MALLARD S-81

Suggested retail price —
grille only — \$21.50



NATIONAL GUARD PRODUCTS, Inc.

757 MADISON AVENUE

MEMPHIS, TENNESSEE

Donates Land to FFA

A 30-acre farm was recently donated to the Woodville, Tex., chapter of the Future Farmers of America by the Long-Bell Lumber Company to be used as an experimental farm. The young foresters plan to plant pines on 10 acres, pasture on 10 acres, and to cultivate the remaining 10.

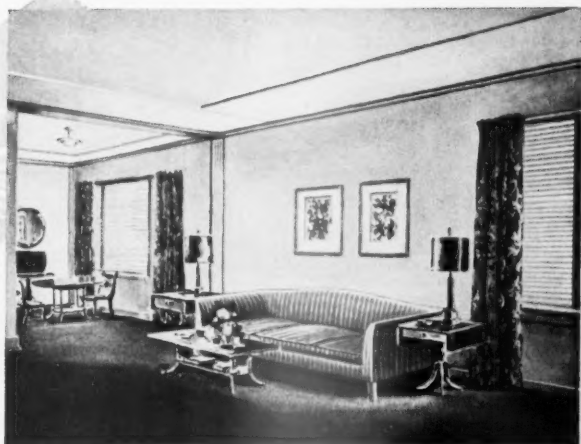
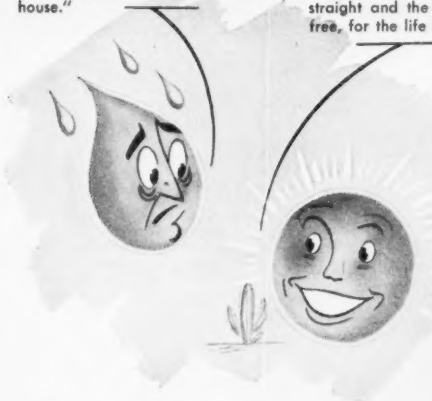
B. P. M. Degree Offered At Oklahoma A and M

The first course in "Merchandising of Building Products" to be offered in Oklahoma will be started next fall at Oklahoma A and M College. A part of the department of business administration, the course was arranged by A and M faculty members, retail dealers throughout Oklahoma, and W. M. Morgan, industrial manager of the Oklahoma Lumbermen's Association.

After the four-year curriculum was completed, R. A. Parker, chairman of the educational committee of the Oklahoma dealer association, said, "I feel this is a great step forward for our industry and an outstanding service by our A and M College."

SAYS MR. WETWALL, "I'll enjoy wetting and warping and mildewing every stud in this new house."

SAYS MR. DRYWALL (alias Mr. Homasote), "You won't have the chance! I'll keep them dry and straight and the walls mildew-free, for the life of the house."



DRY WALL CONSTRUCTION

• Why pay extra money for good quality, dry lumber and then soak it with water — by plastering?

With Dry Wall Construction the owner will never have cracked walls, falling ceilings or buckled floors. Dry Wall Construction is the modern, up-to-date, common sense and fast method — the greatest advance in 300 years of building construction.

For 32 years Homasote has been used for Dry Wall Construction — in millions of dollars of private homes. Since 1936 its use has been supported by intensive research costing more than \$500,000.

Dry Wall Construction — with Homasote Big Sheets — offers many major advantages . . . The average wall is covered with a single sheet; batten strips and unsightly wall joints are eliminated. Joints are made at doors and windows, as desired . . . Labor costs are mini-

mized; many fewer handling operations; many fewer nails . . . In a single material you provide lasting insulation value and great structural strength . . . You build a quieter

If Rameses had had Homasote . . .

instead of plaster, dry walls and ceilings would now have been the accepted method. It would have been impossible to gain acceptance for a material that creates the annoyances, expense and perils of cracked walls and falling ceilings.



home, free from dampness — with dependable insurance against musty closets and mildewed walls . . . You provide added protection against fire. In a hot fire, non-fibrous products crack and fall from the wall when cold water from a hose strikes their surface; the whole wall is opened up. Also — light density, porous, wood-fibre products burn readily. Repeated case histories, however, show that Homasote (hard-pressed, dense, wood fibre) stays on the wall and protects the studs against charring.

Dry Wall Construction — with Homasote Big Sheets — means walls that are permanently crackproof, ideal for paper or paint, lending themselves to modern decorating effects, modern mouldings and trim.

Let us send you performance data and illustrated literature on Homasote and allied products.



. . . in Big Sheets up to 8' x 14'

Oldest and strongest insulating and building board on the market



SEND FOR ILLUSTRATED LITERATURE

HOMASOTE COMPANY • DEPT. 37, Trenton 3, New Jersey

Send me literature as checked:

Standard Homasote (Big Sheets)	<input type="checkbox"/>	Sote Asbestos Board	<input type="checkbox"/>
Striated Homasote (Tiles and Panels)	<input type="checkbox"/>	The Nova Roller Door	<input type="checkbox"/>
Wood-textured Homasote (Panels)	<input type="checkbox"/>	The Nova-Shingle and the Nova-Speed Shingling Clip	<input type="checkbox"/>

Name _____ (Please print in pencil)

Address _____

City & Zone _____ State _____

ALABAMA

MINETTE: Stuart's Building Supply Company was opened here recently.

MOBILE: Gulf Lumber Yards, Inc., has been formed to operate a retail yard at Conception Street Road and Three Mile Creek. Ben May is president; Andre Picard, vice-president, and M. M. Baker, secretary.

FLORIDA

COCOA: The Smyth Lumber Company, with headquarters in Orlando, will soon open a lumber and building material business at the south end of Brevard Avenue here. The buildings purchased are being remodeled.

HOLLY HILL: The Atlantic Lumber Company, Inc., has opened a retail yard on Carswell Street, between Third and Sixth Streets. Principal stockholders are R. D. Pickett, president, and William L. Williams, secretary. The firm will deal principally in yellow pine, cypress, and hardwoods.

MIAMI: New officers have been elected for the Bond Lumber Company. Austin Conrad and Sophie Bond, both of DeLand, are now president and vice-president respectively, filling vacancies left by the recent death of E. R. and F. N. Conrad. Richard Simpson, Monticello, is now secretary-treasurer.

DEALERS in the NEWS

ARKANSAS

SPRINGDALE: The Pioneer Lumber Company and the Clark-Deaver Hardware Company have been combined by the owners. The new name for the combined operations is the Pioneer Company.

JUDSONIA: C. E. Martindill has bought the lumber yard and building material store of Robbins-Sanford, of Searcy. He has moved the stock to his new buildings on the corner of Van Buren and Adams Streets.

POCAHONTAS: The Pocahontas Lumber Company has purchased a new site near the depot. Their old place of business was destroyed for construction of a highway by-passing the city.

JONESBORO: The Mid-South Supply Company has been incorporated by Anna Mae, Harry H., and Pierre N. Latourette.

JUDSONIA: Russell and Raymond Browning have opened a lumber yard, building material store, and cabinet shop here.

KANSAS

TOPEKA: Cecil Craft, credit manager of the Whelan Lumber Company, has been elected to the board of directors of the Credit Bureau of Topeka.

OTTAWA: Milo L. Harris is now operating the Harris Lumber Company, following the death of his father, Clare M. Harris.

COUNCIL GROVE: Fred Purvis is the new manager of the Wilsey Lumber Company.

STIGLER: Cad W. McConnell, of the Stigler Lumber and Manufacturing Company, has been appointed Haskell county tax assessor. He has operated his own lumber yard in Kanima and managed the Long-Bell yard in Stigler.

KANSAS CITY: New division manager for the Tulsa region for the Long-Bell Lumber Company is G. M. Callaway. He has been with the company 30 years and was division manager in Tulsa for 12 years prior to his present appointment.

NORTH CAROLINA

FAYETTEVILLE: The Parks Building Supply Company was recently opened here. Principal stockholders are Jack J. and Mary L. Parks, and Henry L. Anderson.

DUNN: The Godwin Building Supply Company has been incorporated by O. W. Godwin, D. H. Godwin, and O. W. Godwin, Jr.

OKLAHOMA

SULPHUR: Joe D. Jordan has been made manager of the Carey Lumber Company. He was connected with the William Cameron Lumber Company for nine years prior to his new position.

RIPLEY: New manager of the B and H Lumber Company is S. Marcus Ross, who formerly operated yards at Calumet and Navina.

ANADARKO: The Stephenson-Browne Lumber Company is now under the management of Thomas Mayfield. He replaced W. V. Rousey, who now manages the Chickasha yard for the company.

WATONGA: Arlo Diamond, assistant manager of the Davidson-Case Lumber Company, has been named "key" man of the year by Watonga Jaycees. Diamond was also county chairman of the March of Dimes drive.

DAVIS: Bruce Lucas, manager of the Hudson-Houston Lumber Company here, has been elected president of the Davis Kiwanis Club.

BOSWELL: The T. H. Rogers Lumber Company office has been remodeled. Departments have been rearranged for more attractive displaying of merchandise.

TULSA: Ray Druse, vice-presi-

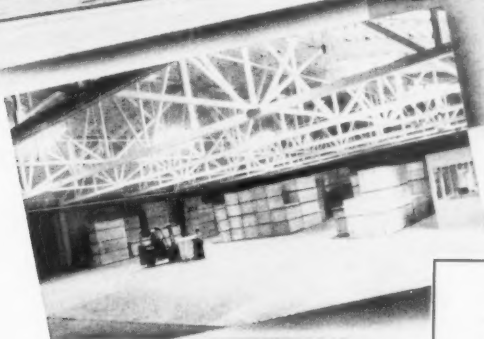
THERMADOR Bilt-in ELECTRIC RANGE



For building or remodeling sell a new kind of kitchen . . . roomier, more efficient, more beautiful. The Bilt-in Range features separate stainless steel ovens and cooking tops . . . can be installed at any height and location. Featured in House Beautiful, McCall's and House & Garden.

Write for complete information.

H. C. BIGLIN Co., Inc.
SOUTHEASTERN SALES OFFICE
177 HARRIS STREET, N.W. • ATLANTA, GA.



Associated Plywood Mills Warehouses
at Dallas (above), St. Louis (above,
left) and San Francisco (left).



While you may live and work hundreds or thousands of miles from Associated Plywood mills in Oregon, the chances are very good that APMI exterior-type and interior-type panels are quickly available in your own area.

For, in addition to company-owned warehouses in St. Louis, Dallas and San Francisco, there are other sales warehouses in major building and distribution centers.

These regional depots stock plywood that is grademarked *and* trademarked; assurance that regardless of where you buy APMI plywood, you get the guaranteed products of a pioneer manufacturer in the industry.

Equally important—you get the services of experienced plywood men. They welcome your inquiries for general information, for prices, for delivery schedules.

Panels up to 60 inches in width
and up to 144 inches in length.

**3 COMPANY-OWNED
WAREHOUSES** bring
you the products of Ore-
gon's finest Plywood mills

APMI SALES WAREHOUSES

Eugene and Willamina, Oregon
San Francisco, 925 Toland St., 24
Dallas, 4814 Bengal St., 9
St. Louis, 4268 Utah St., 16

OTHER SALES WAREHOUSES

BESSONETTE & ECKSTROM
LOS ANGELES 11, CALIFORNIA

PACIFIC MUTUAL DOOR CO.
TACOMA 2, WASHINGTON
BALTIMORE 31, MARYLAND
CHICAGO 8, ILLINOIS
GARWOOD, NEW JERSEY
KANSAS CITY 3, KANSAS
ST. PAUL 4, MINNESOTA



ASSOCIATED PLYWOOD MILLS, INC.

GENERAL OFFICES: EUGENE, OREGON

Plywood plants at Eugene and Willamina, Oregon ☆ Lumber mill at Roseburg, Oregon

dent and manager of the City Lumber Company, has purchased an interest in the firm.

ENID: Three promotions have been announced by the Long-Bell Lumber Company. Ora Rogers now manages the paint and wallpaper department. W. J. Giles is merchandise and advertising manager of the local store. Gordon Meech is new manager of the plumbing and heating department.

ELK CITY: The Botts-Hulme-Brown Lumber Company has started a new concrete mixing plant here, under the name of Botts-Hulme-Smith. Alvin H. Smith manages the new plant.

DELAWARE

MILFORD: Garrett L. Grier, of the Grier Lumber Company, was recently elected president of the Carlisle Fire Company, a volunteer department.

LEWES: The Vessels Company has a modern new office building of tan brick and frame construction. W. Allen Vessels manages the Lewes branch.

MARYLAND

POCOMOCK CITY: The Norris Young Millwork Company has been sold to the E. S. Adkins Company of Salisbury.

TEXAS

GONZALES: A. L. (Gus) Thomas, operator of "Lumberville," has taken in his brother, Jack C. Thomas, as a full partner. The firm name has been changed to Thomas Brothers Building Material and Supplies.

HAMILTON: New manager of the Barnes Lumber Company is Sam F. Todd. Todd managed the lumber yard in Evant until recently.

EVANT: Graves White has assumed management of the Evant Lumber Company, following the resignation of Sam Todd.

LOUISE: Paul Sablatura and his son, Frank, have purchased the lumber yard of the H. P. Stockton estate. Frank Sablatura is managing the yard.

FREDERICKSBURG: Elgin Heiman, manager of the Mutual Lumber Company, has been named vice-president of the Gillespie County Fair Association.

PLANO: Lee Elliott, owner of the Lee Elliott Building Materials Company in McKinney and Plano, has sold the Plano yard to a former associate, Leslie Lusk.

VICTORIA: James Edwin Pickering, owner and manager of the Anchor Lumber yard, was recently elected president of the Victoria Chamber of Commerce.

NACOGDOCHES: The Hayter Lumber Company was recently opened here. The firm employs 38 persons.

AMARILLO: The John Maynard Lumber Company has been sold to Fred Lyon, M. F. Wirtz, and W. E. Wirtz. The new owners have renamed the firm the Amarillo Lumber Company, Inc. No personnel changes will be made. John Maynard has started a sash and door business.

LONGVIEW: J. B. Moffett, local lumberman, has been elected president of the Longview Chamber of Commerce. He has been one of its directors for two years.

ABILENE: The William P. Carey Lumber Company, which celebrates its 66th birthday this spring, has made improvements in the yard and will add two new trucks this year. William Carey, grandson of the founder, was recently made assistant manager.

HOUSTON: A. J. Whipple, Miles Strickland, and John W. Anderson, Jr., have incorporated the Federal Road Lumber Company.

SNYDER: The Arkmo Lumber Company is building an oil-field lumber yard at Avenue Q and 21st Street. Main offices of the firm are in Little Rock, Ark.

MIAMI: New manager of the Miami Lumber Company is Jack Walker.

HOUSTON: A charter of incorporation has been granted to the Border Lumber Company.

JASPER: C. N. Yeary, former wholesale grocer, has announced his plans for opening a building material business at 130 North Zavala Street.

YORKTOWN: Oswald Alfred Jonischkies, Joe Herman Blaschke, and Weldon William Blaschke have incorporated the Home Lumber Company.

BEAUMONT: A charter of incorporation has been granted to the North Street Lumber Company.

MISSOURI

HOUSE SPRINGS: Charles Murray has been promoted from yard manager to sales manager of the W. H. Powell Lumber Company. Clifton Brown, formerly bookkeeper for another company yard, has succeeded Murray as yard manager.

GALLATIN: Frank Tuley has been elected president of the Chamber of Commerce. He is manager of the Young Lumber Company.

ST. LOUIS: I. E. Goldstein, president of the United Lumber Company, was honored recently with a testimonial dinner given by the United Hebrew Congregation. Goldstein has been president of his con-

MONARCH CUTTER

FOR ASBESTOS SIDING AND SHINGLES
GUARANTEED 100% Non-Breakable

NOW, AT LAST
MALLEABLE IRON
CASTING

The Monarch Asbestos Siding and Shingle Cutter in malleable iron gives you the 100% guarantee against broken castings. Because of its metallurgical structure, malleable iron is the ideal material for this cutter. The Monarch gives greater toughness, higher resistance to corrosion and will stand up to heavy and repeated impact.

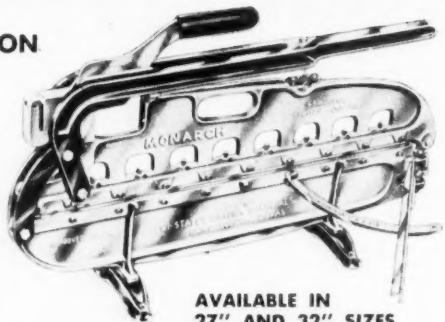
The Monarch has a front end nose punch, notcher, and precision cutting blades.

Angle gauge is optional

27" Monarch... \$39.50
32" Monarch... 45.00
(FOB Fort Worth, Texas)

WRITE FOR FREE
DESCRIPTIVE FOLDER

TRI-STATES
Building Materials
Company, Inc.
P. O. Box 1476
Fort Worth, Texas



AVAILABLE IN
27" AND 32" SIZES

MAIL THIS COUPON

TRI-STATES BUILDING MATERIALS CO.
P. O. Box 1476, Fort Worth, Texas

Please send me, without obligation, information on Monarch Cutter in malleable iron.

Name _____

Company _____

Address _____

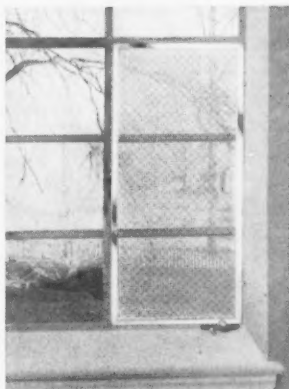
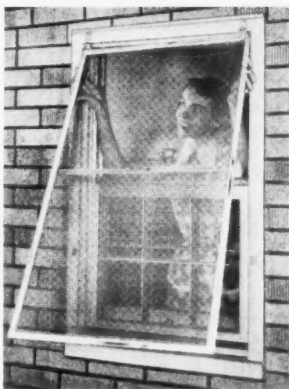
FABRICO

ALL-ALUMINUM SCREENS

FOR **EASY SALES** AND **GREATER PROFITS**

FOR WOOD WINDOWS:

No ladder needed—Reinforced by cross brace, screens can be hung or removed from inside the house. Very light weight. Easily handled by Mrs. Housewife.



FOR METAL WINDOWS:

Attached with WING CLIPS (at no extra cost). After installation, no screwdriver needed to change or remove screen for window washing. Flips off instantly. No loose screws to get lost.

BECAUSE they are light in weight, they are easy to Handle—Demonstrate—Deliver. (Many customers will take them home in their own cars).

Made of rust-free aluminum and packaged in a handy carton. Do not deteriorate while in the warehouse. Take up minimum stockroom space, because carton of 10 screens is under 5" thick.

Manufactured by modern methods—assembled on a production line—by people with a

decade of experience in aluminum screens: Your Guarantee for uniform top quality and freedom from consumer complaints.

All standard sizes for wood and metal windows available from stock—shortest delivery time on special orders. You can take all your screen problems to Fabrico.

DISTRIBUTORS INVITED

For samples, prices and information on available franchises, write to

Screens & Fabricated Metals Corp.

DEPT. U • NORTH BERGEN, NEW JERSEY

IN ANY QUANTITY—IN ONE QUALITY—THE BEST!

Why consumers
go for

FABRICO
ALL-ALUMINUM
SCREENS

*REGISTER APPLIED FOR

Light Weight. Screens are easily handled—quickly installed.

Rolled Tubular Section. 18x14 mesh Alclad aluminum screening combines corrosion-resistance with maximum strength. Held at maximum tautness by specially-designed aluminum spline. Precision engineered for maximum strength and rigidity.



Rugged Strength.
Will Not Red-Rust.
Need No Painting. No upkeep.

Corner Locks give wedge-fit without corrosive effect or discoloration.



No Stains. no discoloration of walls, woodwork, draperies or blinds.

Hardware Included—complete with rust-resisting hanging or attaching devices. Can be used also to hang storm windows. WING CLIP for casement windows.



Protective—A glowing cigarette or windswept burning leaves will not harm the screen.

gregation eight years. Abram L. Sachar, president of Brandeis University, spoke at the occasion.

ST. LOUIS: William L. Behan, Jr., president of the Hill-Behan Lumber Company, was elected to the board of directors of the Baden Bank of St. Louis.

HARDIN: The Stratton, Chase, and Shirley Lumber Company has been sold, ending a partnership of nearly 60 years. I. L. Rice, of Oklahoma City, has assumed management of the firm.

KNOBNOTER: E. Bond Proctor, E. R. Proctor, and Alvin Vaught have bought the H. A. Wimer yard here. Vaught acts as manager of the yard. The Proctors have been in the lumber business in Tipton and Clarksburg since 1942.

NEW MADRID: The Ralph Anderson Lumber Company has been made representative for the Associated Natural Gas Company in this area.

ST. LOUIS: The ninth lumber yard in the Holekamp Lumber Company chain is being built on a 12-acre tract on Highway 66 near Gray Summit.

LIBERTY: The H. R. Banks Lumber Company has been moved to 204 East Mill Street. The firm has been in temporary quarters since a fire destroyed the plant last November.

FAIRMOUNT: Robert H. Roney has bought an interest in the Blue Springs Lumber Company from Guy K. Quinn. He is now taking an active part in managing the firm's operations.

ST. LOUIS: Harry D. Gaines, president of the Gaines Hardwood Lumber Company, has been elected president of Industrial Aid for the Blind.

LEWISTON: W. A. Jennings, formerly manager of the Ewing Lumber Company, now manages the Lewiston yard, owned by the same company. He succeeds A. E. Graves, who resigned to take a rest.

MARSHALL: R. M. Phillips has opened the Phillips Lumber Company here. He has been with the Daniels Lumber Company for 39 years, serving as manager for 29 years.

NORTH KANSAS CITY: Harold A. Gibson, manager of the A. O. Thompson Lumber Company, has been on a speaking tour as district governor of the Lions Club.

TENNESSEE

CLEVELAND: The Stivers Lumber Company has been sold to Richard Jones of Aiken, S. C. Grover R. Rann has joined the firm as vice-president.

Plastic Rain Shields Added to Lift Trucks

Plastic shields are now being used on a fleet of fork-lift trucks at the Seattle, Wash., Port of Embarkation to keep drivers of the open-air trucks dry while working in the rain and snow.

Made of Vinylite, a transparent flexible material 1/16 inch thick, the rain-shields fasten underneath the metal safety guard above the driver's head. The shield is 66 inches long, 40 inches wide, and is framed with plywood strips.

The shield does not interfere with visibility and is inexpensive to build. According to the post commander, the shields add to the efficiency of the driver in bad weather and reduce the possibility of accidents.

LOUISIANA

DOYLINE: The Willis Lumber Company has been incorporated.

LAKE CHARLES: Watson's Building Materials has been incorporated with capital stock listed at \$100,000.

KENTUCKY

COVINGTON: The Pierson Lumber Company recently celebrated its 100th year of business. President Jack H. Thornell, Vice-President Lewis J. Henshaw, and Treasurer Clarence R. Runk have announced plans for expanding the company's operations.

NEWPORT: Louis Moore is now sole owner of the Weingartner Lumber Company. He has been associated with the firm 25 years. Blaine Fulton, Moore's former partner, sold his interest when he retired recently.

MISSISSIPPI

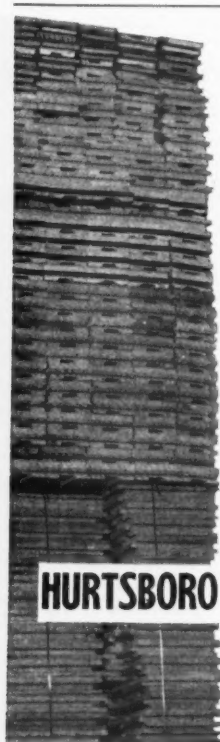
BOONEVILLE: E. T. Miller has sold the Miller Lumber Company to M. L. Sandy, owner of the Corinth Planing Mill Company. The name of the Booneville yard has been changed to that of the parent planing mill. Odell Mayo is manager and Carlie Timbes is his assistant.

SOUTH CAROLINA

COLUMBIA: The name of the Builders Supply and Lumber Company has been changed to the Boozer Lumber Company. William L. Boozer is manager and D. W. Baxter is his assistant.

DILLON: The Parker Lumber Company has been incorporated. William L. Graddy was made president.

ELLENTON: Henry W. Risher, prominent lumberman here, was elected mayor of this city on February 27. He had no opposition.



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Oak Flooring with Air Dried
Yellow Pine Boards. Also
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Obituaries

THOMAS J. HUGHES, 76, president of the T. J. Hughes Lumber Company in Cushing, Okla., died of a heart attack February 11. He founded the Cushing Savings and Loan firm, was president of the Cushing Community Hotel Corporation, and was active in farming, cattle raising, oil operations, and construction. His colorful life included associations with other businesses, serving on the city council, and many civic and church activities. He leaves a widow, two sons, three grandchildren, and brother.

JAMES MONROE CLINTON, 77, founder and senior partner of the Clinton Lumber Company in Petal, Miss., died January 10. The company also has yards at Saucier and on the Gulf coast. Surviving are a widow, two sons, daughter, and five grandchildren.

A. C. WILLIAMSON, 64, who retired January 1 as district manager of the Celotex Corporation in New Orleans, La., died on February 23. A native of Richmond, Va., he had been wholesaling building materials since his Celotex retirement. He is survived by his widow and a brother.

ED N. ATKINSON, owner of an Asheville, N. C., building materials company, died February 14. He dropped dead suddenly while stopping in Greenville, S. C., to get gasoline for his car.

WILLIAM P. ELLINGTON, 46, died February 12 in a Maryland hospital. He had been associated with his father and brother in operating the Ellington-Faye Lumber Company in Fayetteville, N. C., before working with the Department of Agriculture. He is survived by a widow, son, brother, and sister.

ROBERT D. WOMACK, 64, retired wholesale lumberman, died January 30. He was a past-president of the Jacksonville (Fla.) Wholesale Lumbermen's Association and an active member of the Springfield Presbyterian Church. Survivors include his widow, brother, and sister.

JAMES H. BOSTICK, 65, New Orleans, La., lumber broker, died January 3. He operated the J. H. Bostick and Son lumber business. He leaves a widow, two sons, sister, and four grandchildren.

WILLIAM BROOKS WILCOX, 61, of Miami, Fla., head of the I. B. Wilcox Lumber Company for 40 years, died January 15. His firm operated mills in Memphis, Tenn., Louisville, Ky., and Sunflower and Burdette, Miss. He leaves a widow and brother.

GEORGE L. FULLINGTON, 61, sales manager for the Long-Bell Lumber Company in Kansas City, Mo., died January 16. He had been

in the lumber business since the age of 15. He was a Sunday school secretary, Mason, and member of the Knights Templar. Surviving are his widow, two brothers, and sister.


RICHARD MOYLE, SR., 81, vice-president in charge of operations for the Marquette Cement Manufacturing Company, died February 6 at his home in Oglesby, Ill. He played a big part in the growth of the five Marquette plants, having started as head of a small plant at Oglesby. He is survived by his widow, daughter, and five sons in the cement industry.

WALTER H. MORRIS, 60, president of Morris Brothers Lumber Com-

pany, died January 14 at his home in Memphis, Tenn. Surviving are his widow and five sisters.

ALVIN S. PARKER, SR., 73, president of the Parker-Brown Lumber Company in High Point, N. C., died January 25. He was a former city councilman, a director of the Perpetual Savings and Loan Association, and a trustee of the High Point Memorial Hospital. Four sons survive him.

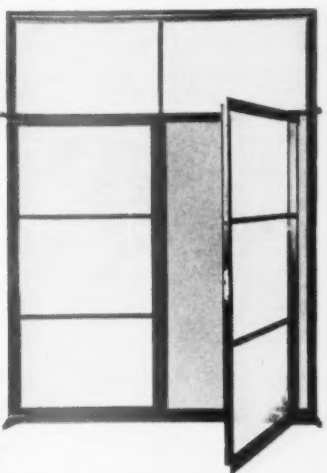
J. M. NICHOLS, nearly 85, died January 23 in McAlester, Okla. He became the first manager in 1893 of the Long-Bell Lumber Company at the opening of the Strip. His widow and daughter survive him.

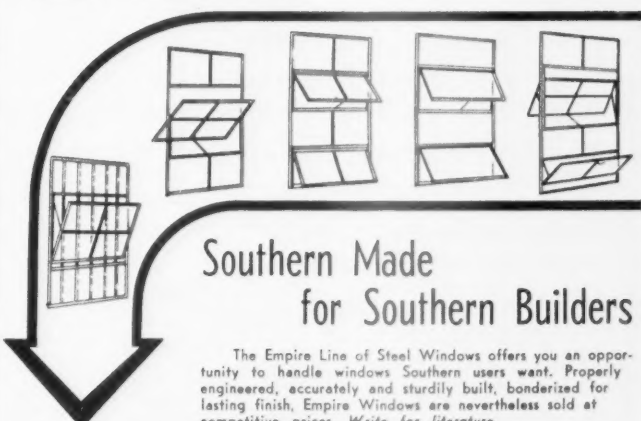


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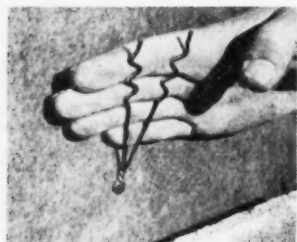
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PRODUCT PARADE

26—Veneered-Wall Tie



The Copperweld V-Lok veneered-wall tie consists of a V-shaped prong of wire and a nail. This non-rusting wire and nail have a steel alloy core welded to a thick copper covering. They are said to be unaffected by chemical action of moisture, lime, or mortar.

The wide spread of the V-Lok prongs anchors greater surface area of the brick to the studding and resists tensile stresses by spreading the strains two ways. The picture shows a tie just after being nailed to the studding and just before being bent toward the brick by the workman's hand.

Complete details and specifications are available from the Copperweld Steel Company, Glassport, Pa.

27—Cement-Form Guide

The Keely Plyform calculator facilitates design and construction of plywood concrete forms. It shows

specification data on proper plywood thicknesses, spacing and size of studs, wales and ties, based on hourly rate of pour.

Operated as a slide rule, it calculates for both vibrated and unvibrated concrete at both 50 and 70 degrees F. Printed in three colors on plastic, it measures three by eight inches.

The calculator is available for \$1.00 from the Douglas Fir Plywood Association, Tacoma 2, Wash.

28—Cellular Panels



Fenestra steel cellular panels serve as ducts for hot-air distribution and cold-air return and as a sub-floor.

Panels are interlocked to be laid from beam to beam without joists, forming a ceiling for the basement. Concrete or wood sub-flooring is laid over the panels.

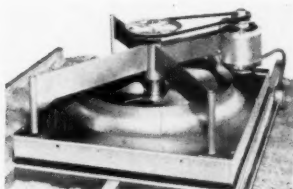
Hot air passes through the panels to provide warm floors and into the room through baseboard registers. Panels can also be used to carry pipes and wire.

The Fenestra panels have successfully been used in many types of construction, according to the manufacturer, the Building Panels Division, Detroit Steel Products Company, 2250 E. Grand Blvd., Detroit 11, Mich.

29—Package Attic Fan

Designed for fast, low-cost installation, the new Hunter package attic fan has an automatic ceiling shutter. Only 17½ inches high, it is suitable for low-clearance attics.

The only construction work required are a ceiling opening and adequate exhaust areas. The complete unit containing fan, motor, and suction box are placed on the attic



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We want more information on the following new products described in SOUTHERN BUILDING SUPPLIES. Please send us information on the numbered items checked below:

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floor. A heavy rubber base provides an air seal and cushion between the fan frame and attic floor so that screws or bolts are not required.

The automatic ceiling shutter is attached with screws to the wood frame of the ceiling opening. No extra plastering or painting is necessary. The shutter and trim are finished in light ivory baked enamel.

Free descriptive literature is available from the Hunter Fan and Ventilating Company, 400 South Front Street, Memphis, Tenn.

30—Over-the-Top Door

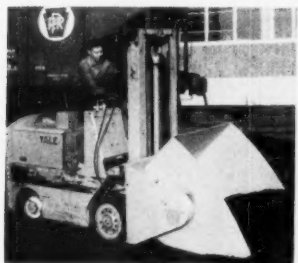


The Frantz sectional-type overhead garage door has a rigid track-supporting framework with a steel angle, braces, and strap for quick assembly.

It has a two-point spring adjustment for perfect balance, adjustable brakes, and offset, rabbeted joints to seal out weather. The fine quality hardware includes chrome handle, brass cylinder lock, ball-bearing rollers and sheaves. It is made for 8x7- and 9x7-foot garage-door openings.

The new door is made by the Frantz Manufacturing Company, Sterling, Ill.

31—Scoop-Shovel



Yale and Towne's new hydraulically-operated Scoop-Shovel lifts, scoops, moves, and dumps loose materials such as sand, gravel, and coal.

The Scoop-Shovel is attached to the Lift King or Worksaver fork trucks for use within yards. It handles up to 27 cubic feet of materials and dumps into receptacles up to 130 inches high.

The Yale and Towne Manufacturing Company, Philadelphia, Pa., will

send details of this and other new devices for fork-lift trucks.

32—New Board Design

De Luxe Flexboard is a fireproof sheet made of asbestos and cement. It is strong but can be curved. Its finish, fused into the base sheet, has the appearance of a textured material such as colored linen, but feels hard and smooth. There are three finishes—smooth; streamlined scored, in which grooves run parallel to long dimensions; and box scored, grooved in 12-inch squares.

Sheet sizes are 4x4 and 4x8 feet and 1/8-inch thick, made in six colors. They can be applied either by

adhesives or mechanical fastenings and can be worked with ordinary tools. Tests indicate that they are alcohol- and grease-proof and highly resistant to acids, alkalies, and household chemicals.

De Luxe Flexboard is made by Johns-Manville, 22 East 40th Street, New York 16, N. Y.

33—Frameless Screens

Newest addition to the parade of frameless metal screens are the Evertite frameless screens. Made in all standard window sizes, these all-aluminum screens are equipped with patented spring steel compensators

LESLIE LOUVERS

LARGEST Air Capacity ... LOWEST Overall Height!

LOW PROFILE
only 4 1/2" high
BETTER
APPEARANCE
Assures
CUSTOMER
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Patented Baffle and Drip Cap keeps out snow, rain.

BOOST YOUR VENT SALES
with **PATENTED FEATURES** of
LESLIE ROOF and WALL LOUVERS

Your customers need **BIG** louvers to move hot air out of attics—louvers designed to speed natural air movement without employing costly fans, blowers, etc.

LESLIE Slant Roof Louvers are the largest capacity louvers designed to fit any roof—one size handles all hip roof ventilation requirements. Easily installed—patented features include overflashing below screened opening and **DEEP** baffle inside to stop wind-driven rain. Has 3" flange all around. Made in **ALUMINUM**, **GALVANIZED STEEL** and 16 oz. **COPPER**.

FLUSH FLANGE WALL LOUVERS
... in **BIG** Sizes up to 24" x 30"
... **ALUMINUM** or **GALVANIZED STEEL**

For frame, brick or veneer walls, easily installed... front edges of louver vanes flush with frame... rear edges turned up for extra protection against driven rain.

SELF FRAMING BOX FRAME LOUVERS

For new construction or on re-siding jobs... integral center flange provides a sealing and attaching surface to sheathing underneath siding. Frame channels provide rigidity and eliminate dirt-catching corners where louver vanes and sides meet. A drip edge at the bottom and a sloping top are other exclusive features. 5 sizes from 8" x 8" to 12" x 18". Made in galvanized steel only.

WHOLESALE DISTRIBUTORS

Write now for full information on handling the **LESLIE LOUVERS** line.

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on all sizes and models.

Write for new illustrated catalog, describing the complete **LESLIE LOUVERS** line.

LESLIE WELDING COMPANY
2935 W. Carroll Ave. CHICAGO 12, U. S. A.



that are said to keep the screens in constant tension without any adjustments.

Handy "snap-on" hardware makes the screens easy to install or remove for cleaning or storage. They are installed from inside the window with six screws.

Evertite frameless screens are manufactured by the Rutzke Weatherstrip Manufacturing Company, 1447 Park Street, Emeryville, Calif. This firm, which has made and sold Rutzke weatherstripping for 34 years, will send full information to any interested dealer.

34—Siding Promotion

To help carry the sales message of Mustang asbestos cement siding, attractive two-color tags have been designed to hang on door knobs of homes near those on which the siding is being used. Cut ready to slip over the knob, the hangers

direct attention to such homes during construction. A coupon on the back of the hanger invites inquiries on Mustang products.

The door hangers are obtainable from the Asbestos Company of Texas, 201 Hutchins Street, Houston, Tex.

35—Door Push Bars

Leigh push bars enhance the appearance of screen doors and prevent wear on screens that later makes them bulge and tear. Made from heavy steel, they are built to with-



stand hard usage. They are installed with four screws.

Made in 32- and 36-inch widths, they are finished in baked white enamel, with a rust-inhibiting zinc chromate undercoat.

Leigh push bars are made by Air Control Products, Inc., Coopersville, Mich.

36—Caulking Cartridge

Twistite is a new nozzle-type all-metal caulking cartridge that is said to be leak-proof and air-tight. Re-



tailoring for \$1.69, it weighs less than 16 ounces.

Faster loading is possible because the cartridge is notched at the plunger end. Half a twist locks it tightly. This trigger-operated gun features a slip-proof, ratchet-type plunger rod and a rotating handle to eliminate cartridge wobble.

With each order of six guns, the dealer receives a point-of-sale promotion package. The guns are made by the Gibson-Homans Company, 2366 Woodhill Road, Cleveland 6, Ohio.

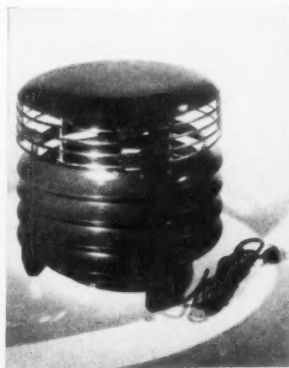
37—New Wallpapers

Trimz ready-pasted wallpapers are now made in standard double-roll units, with matching borders packaged and sold separately. They are packaged in new boxes that permit easier stocking and elimination of wrapping and soiled paper.

Retail prices of the new designs range from 59 cents to 98 cents a single roll. Among the 18 new designs is a knotty-pine pattern suitable for dens and game rooms.

For further details, write the Trimz Company, Inc., Merchandise Mart, Chicago 54, Ill.

38—10-Inch Floor Fan



The new Westinghouse Debonaire hassock-type floor fan circulates 1,700 cubic feet of air a minute uniformly in all directions without creating a draft.

Three deep-pitched plastic blades move the air upward to a deflecting cone which sends it out through the grilled upper part of the unit. The four curved rings on the lower part change the direction of the air entering from the sides. The quiet fan is 13 inches high and weighs 15 pounds. Finished in maroon and

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CARPENTER OAK FLOORING CO.

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HARDWARE OF PRESTIGE

presents its NEW

COMBINATION COAT AND HAT HOOK AND GARMENT BRACKET

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MODERN, PRACTICAL, 20% LOWER

- Made of heavy $\frac{1}{8}$ " thick cold rolled steel or brass. This extra thickness gives added strength in use and added richness in appearance.
- Patented design permits use of several garment hangers.
- This wonderfully convenient Coat and Hat Hook is priced 20% lower than similar die cast Coat and Hat Hooks.

ACTUAL SIZE

Projection	—	$3\frac{3}{8}$ "
Height	—	$2\frac{5}{8}$ "
Width	—	$\frac{1}{2}$ "

Available in All Finishes

Write for catalog or samples and the name of your nearest jobber or building supply house.



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Complete Catalog & Prices*

METAL TRIMS, INC.
P.O. BOX 1072 YOUNGSTOWN 1, OHIO

chrome, the fan's suggested retail price is \$29.95.

Complete details are available from the Westinghouse Electric Corporation, Box 2099, Pittsburgh, Pa.



39—Picket Cutter



The new, low-priced Schubert picket cutter enables lumber yards to utilize short ends of lumber in making fence pickets. In this way,

dealers can easily and quickly supply pickets at all times without the necessity of carrying a large stock.

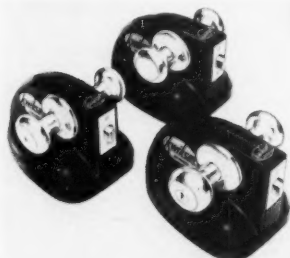
Manually operated, it is said to cut 200 pickets an hour. Pickets can be made in widths from 1½ to 3½ inches.

Further details are available from H. A. Schubert, 1212 Washington Avenue, Wilmette, Ill.



40—Lockset Display

Kwikset's new lockset display mount is all-plastic in mottled walnut. It weighs 12 ounces and needs no drilling to affix locks for display. It needs no painting and is easy to clean.



The lockset display is available from Kwikset Locks, Inc., Anaheim, Calif.

41—Versatile Machine



The Mono machine for garden and farm uses is a combination saw, mower, utility spray pump, and garden tractor.

It has a 20-inch diameter circular cordwood saw blade and can be equipped with a 24-inch blade for cutting pine. Blade speed is about 1,750 RPM. Trees up to 22 inches in diameter can be felled with the blade in a horizontal position. Larger trees are felled by changing the saw's position several times.

The Mono's mower blade is 20 inches long. It is of the bird-wing type to make a closer cut. A four-inch flange protects the user from flying debris. The mower guard is adjustable in height for any type of

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**Over 35 models in
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Shovelaire Fans include desk, floor, stand, ceiling, window, horizontal and vertical attic, basement and exhaust types. A price for every budget in fans for home, commercial and industrial uses.

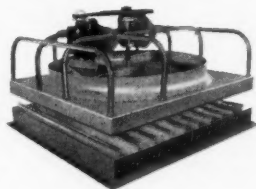


Distributors: Investigate Shovelaire's attractive distributor plan. Write for prices and literature.

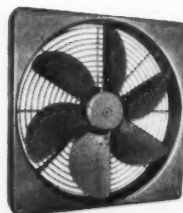
Dealers: Get this new catalog—See the Shovelaire line of new 1950 models.

Shovelaire—Modern VERTICAL DISCHARGE

the attic fan that sells itself. Gives you more things to talk about than you ever saw in a fan. See this fan in our new catalog.



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featuring Shovelaire**



VERITHIN WINDOW FAN

the fan that offers beauty plus rugged qualities found in no other window fans. They move more air than any other window fan.

C & H Air Conditioning Fan Company, Inc.

1603 DeKalb Ave., N.E.
Atlanta, Ga.

mowing. The blade is said to cut the toughest weeds and underbrush without clogging or stalling.

The utility spray pump is attached in place of the mandrel. Its varied uses include white-washing, spraying insecticides, painting, dusting, and spraying trees and plants.

A self-propelling attachment makes the Mono a completely mobile unit. This attachment is optional, except when the machine serves as a garden cultivator.

Complete details of the Mono are available from the Mono Manufacturing Company, 1333 Spring Street, N. W., Atlanta, Ga.

Equipment Shorts

For full details on these new pieces of equipment, return the coupon on page 64.

A-84. The Essick model 250-D two-sack **plaster and mortar mixer** is made with both an air-cooled gasoline engine and with an electric motor. It is available with the "Thru-A-Door" feature which causes each wheel axle to retract enough to permit the unit's entrance through a 36-inch door.

A-85. A new Rapids-Standard low-cost **floor lock** for portable elevators, conveyors, and floor trucks is made of steel, arc-welded. Made in three models for heights from 4½ to 7¾ inches, the lock has belting riveted to the bottom of the floor plate to prevent marring.

A-86. The "Trouble-Saver" sectional steel **rolling scaffolds** can be put together to suit almost any job of repairing, plastering, painting, or construction, and to safely place the worker at job level.

A-88. Eclipse **extension spray guns** are made in lengths at two-foot intervals from four to 12 feet, capable of reaching a second-story level while painter is on the ground. One model has a 360-degree nozzle for remote-control spraying of the inside of pipe and conduit and other inaccessible locations.

A-89. New additions to the Richmond Screw Anchor line of **screed supports** for all conditions of light or heavy screeding include an offset screed head; bolt for heavy screeding; form bracket; adjustable base, sub-grade stake, chair, and base; form bolt, and curb bolt. The last two support hanging forms for walls or curbs.

A-90. A small **shock absorber** is now built into the Hamer-Drill electric drill attachment to protect both the drill and the user from excessive vibration.

A-91. Two new Judd "C" **clamps** have been introduced. One, made in one-, two-, and three-inch sizes, is made of wrought steel to withstand pressure up to 1,200 pounds. The

other, a sliding jaw clamp, can be adjusted instantly on all work up to six inches in size by moving the wrought-steel jaw to the proper spot on the steel bar and turning the screw.

A-92. Symons **concrete forms** made of magnesium last longer and go up faster. They weigh less than three pounds a square foot, do not swell when wet or contract when dry, and match up with the blueprints right on the line. They rent at the same price as plywood forms.

A-93. The Farmers Tool and Supply Company's new **shoring clamps** are said to support up to 6,000 pounds. They are put on and taken

off quickly. They can be used with 4x4's or paired 2x4's.

A-94. Anco **trucks** have nose-plate wheels designed to roll under pallets in such a way that the full-crane action requires only a slight pull on the handles to tilt 1,200 pounds. They can carry a 50-inch-high load. Snag-free welded construction decreases possibility of trucking damage.

A-96. The new Barber-Greene pneumatic-tired model 543 **bucket loader** has a 15-MPH road speed. It is said to handle capacities up to three cubic yards per minute. An overload release sprocket protects it against overloading.

SAFETY
... through an exclusive new double-locking principle

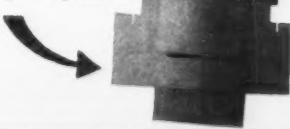
BEAUTY
... from deep shadow lines cast by double thick butt

PROTECTION
... assured by greater actual double coverage

Only LOKTITE has All Three!

By comparison you'll see why we say "ONLY Loktites have all three." Each feature has been designed to make Loktite the outstanding locking shingle on the market today.

Loktites are safe against any weather because this exclusive design locks securely at the points of maximum strain. Loktites offer greater protection because there are actually 2 to 4 thicknesses over the entire roof. Look at the back of the shingle for proof.



Loktite's beauty and sturdy appearance is achieved by deep shadow lines which are cast from the double thick butt made possible by this exclusive Loktite design. There's beauty too in a wide selection of popular colors.

Loktite's economy is important too. Loktites are larger—only 108 shingles to the square, as compared to 120 to 144 to the square of other shingles.

It's easy to see why your customers save with Loktites.

WRITE today for new Specification Sheet that gives you complete details about Loktites.

AMERICAN ASPHALT ROOF CORPORATION

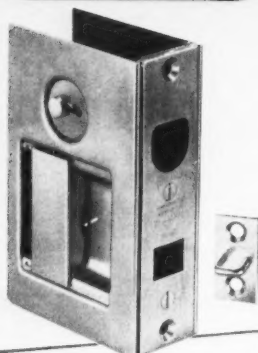
E. St. Louis, Ill.
31st and St. Clair

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Kansas City 3, Mo.
7600 Truman Road

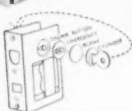
Salt Lake City 10, Utah
1674 Beck

Fr. Worth 7, Texas
2316 West 5th

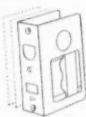
NEW SERIES 500 RITE-LOCK FOR SLIDING DOORS



**NOW-FULLY
REVERSIBLE**



**3 ADJUSTABLE
WIDTHS FIT
1 1/2" - 2" DOORS**



Here is the most versatile lock for every sliding door application. It is adaptable to any requirement as to hand, security and finish... while the three standard sizes adjust to fit any door thickness, 1 1/2" to 2"

The thumb button, emergency or blank discs or cylinder can be interchanged from side to side on the job. This means that dealers can supply any combination required by merely stocking a few representative discs and cylinders in popular finishes.

Rite-Lock is easily installed by a simple cut-out without any mortising. The escutcheon measures 4 1/2" x 2 7/8". All exterior parts solid brass. Write us on your letterhead for the new Adams-Rite Catalog 49.

CYLINDER DEADLOCK FOR SLIDING DOORS

This cylinder deadlock operates by cylinder from one or both sides. Fits all standard cylinders with adapter cams furnished (specify when using Yale or Sargent cylinder). Solid bronze face, strike and bolt. Heat treated aluminum alloy case. Use your own cylinders and trim. Also used as jimmy-proof lock.



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140 WEST CHEVY CHASE DRIVE, GLENDALE 4, CALIFORNIA, U.S.A.

\$6 Billion in Repairs

"Expenditures for modernization, repair, and remodeling of homes this year may come to as much as \$6,000,000,000—or not far below the amount expected to be spent for construction of new homes," James M. Ashley, president of Producers Council, said recently.

According to Ashley, repairs are being made considerably faster than it was estimated. Despite the great amount of modernization since the end of the war, there are still millions of homes in need of reconditioning and of many conveniences found in newer houses.

Franchises Granted

Established welding equipment dealers can now obtain franchises for renting and selling stud welding guns, according to Leonard C. Barr, vice-president and general sales manager of the Nelson stud welding division of the Morton Gregory Corporation, Lorain, Ohio.

Franchises have already been granted to 25 dealers, who also carry standard gun parts and accessories. The new stud welding process is said to reduce the cost of installing corrugated aluminum roofing and siding as much as 40 per cent.

LURING CITY PATRONS

(From page 24)

live as much as 35 miles away, where there are larger lumber yards, started buying from the Koetting firm that the brothers decided to ask some why.

The first customer said: "I'll tell you why! It's because I don't feel like going in and knocking on an office door with hat in hand to ask, 'Please may I come in?'"

Another customer said: "Because at the lumber yard in my town, you can not find out anything in less than half a day. Somebody has to always ask someone else whether it takes two-by-fours or two-by-sixes—and he's always out."

Another customer explained, "Because it's a lot more fun. When I come here and buy and leave for home, I've always got a pleasant feeling. I meet old

friends and frequently make some new ones."

One customer in another town bought the lumber and all the supplies for two houses from the Haslags when there was a lumber yard within a block from his home! Ray Haslag says that this is sometimes embarrassing but they have to satisfy their customers.

Another rule at Koetting's is that the customer is always right. This is the rule of many businesses. But here, if a customer walks in and tells them he had only 11 instead of 12 when he got home, he'll probably be told to help himself to what he's short. The staff will go to almost any length to satisfy a complaint.

Letting customers help themselves, mistakes, and similar losses have cost the company only one per cent of sales.

Credit is given generously and usually without specified terms. The customer frequently tells the Koetting firm he will pay when he can. Yet accounts in the doubtful ledger total less than \$200 for three years of business.

In Bonnotts Mill, it is a common saying that the man with a white shirt and tie will have more trouble getting credit than the man with field dirt on his shoes.

This is possible, of course, because the Haslags know their customer, what he is doing, and what they are doing when they operate their business in this manner.

Three-fourths of the trade comes from crop farmers, dairymen, stock raisers, poultry and turkey raisers. Twenty per cent of the business comes in over the telephone—and almost that much by mail.

The Haslags do no building, but many customers ask them to come out to the farm and look over what they have in mind for a new building project. Because of his genuine interest, either Haslag usually comes home with the complete order in his pocket.

The Koetting yard is 60 years old—and the 1949 volume was five times greater than any other year in its history!

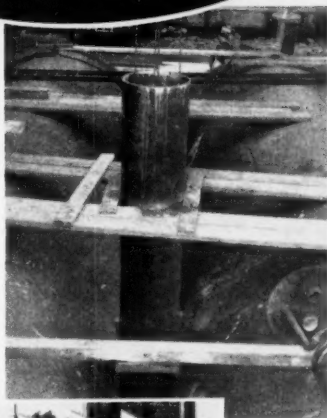
Plaskon Glue News

The Plaskon division of the Libbey-Owens-Ford Glass Company last month put out its first issue of *Plaskon Glue News*, a newsletter to be published "from time to time."

NEW JERSEY CONTRACTOR
SAYS— **SONOTUBES**
REDUCE LABOR COSTS
IN CONSTRUCTION OF CONCRETE
PIERS AND COLUMNS

13-foot column between two oil tanks is formed quickly and easily with a SONOTUBE. Note minimum bracing required.

3" to 24" I. D.
Up to
25' lengths



Row of 9 interior piers 3' in height formed with SONOTUBES. Contractor says that experience proves the 2" x 4" collars at top and bottom are not entirely necessary.

THE WIGTON-ABBOTT CORPORATION used SONOTUBES in the construction of the International Motor Company, and found the tubes "materially reduced labor costs."... Wigton-Abbott "intends to incorporate their use in the design of future buildings wherever they are felt to be adaptable."



REG. U. S. PAT. OFF.



laminated fibre tubing for one-time use. Specially treated for easy stripping.

Write for delivered prices

SONOCO PRODUCTS COMPANY
HARTSVILLE S. C. MYSTIC, CONN.
GARWOOD, N. J. LOWELL, MASS.

$\frac{3}{4}$ " is the standard
PAINÉ
REZO
T. M. REGISTERED
DOOR



the wood mesh
core flush door
that
unconditionally
guarantees
your customers'
satisfaction
and your own

$\frac{3}{4}$ " is the standard thickness that gives this interlocking air-cell door unsurpassed strength, and dimensional stability.

$\frac{3}{4}$ " is the standard thickness that has placed more than four million doors in service in buildings of every type all over the country.

$\frac{3}{4}$ " is the standard thickness so widely accepted that Paine has become the largest exclusive producer of cell-type flush doors.

Naturally, you expect this trouble-free door to come ready for installation and with beautifully matched veneer faces—and it does. Your customers' satisfaction and your own are unconditionally guaranteed. Order these fast-moving, really profitable doors from the Paine Rezo distributor serving your area.

Manufactured by the

PAINÉ LUMBER CO., LTD. *Oshkosh, Wisconsin*
ESTABLISHED 1853

FREE to Building Supply Dealers

★ ★ ★ Use Handy Coupon Below

PRINTED HELPS

62. Kokomo Korner. This folder pictures and describes this company's individual zinc corners and frame strips for asbestos and asphalt siding and also aluminum corners for wood siding. Their sales points are emphasized. Bugher Manufacturing Company, 211 S. Main Street, Kokomo, Ind.

118. Arm-Glaze Putty. Folder explains the application of this bluish gray elastic compound for glazing windows. Millwork operators throughout nation are quoted as to its service and economy. The Armstrong Company, 4065 S. La Salle St., Chicago, Ill.

119. Metal Mouldings. A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel mouldings and trims. It gives their uses, application, and dimensions. A price list is included. Metal Trims, Inc., P. O. Box 1072, Youngstown, Ohio.

130. Hunter Zephair Fans. A new eight-page illustrated catalog on fans for homes and industry. It includes function and installation data about unit containing fan, motor, shutter, and switch. Hunter Fan and Ventilating Company, 400 S. Front St., Memphis, Tenn.

136. Heatilator Fireplaces. Booklet tells how Heatilator unit efficiently circulates heat and adds profits on fireplace sales. Heatilator, Inc., Syracuse 5, N. Y.

139. Awning Windows. Illustrated

catalog No. 84 gives sizes, hardware specifications, and construction data on Gate City awning windows. Prices, discounts, and complete architectural file are available. Write to the Gate City Sash and Door Company, Fort Lauderdale, Florida.

142. Butt Hinges. Folder describes extrusion processes, tells how Getty butt hinges are made, and lists prices with illustrations. H. S. Getty and Company, Inc., 3348 N. 10th St., Philadelphia 40, Pa.

146. Roofing. "Putting Nature's Colors to Work" is a four-color book on the importance of roofing colors in exterior decoration. The Flintkote Company, Inc., 30 Rockefeller Plaza, New York 20, N. Y.

147. Caulking Equipment. A new catalog sheet has been released with information about the complete line of caulking guns, accessories, and cartridges. The Vital Products Manufacturing Company, 7500 Quincy Ave., Cleveland 4, Ohio.

168. Reversible Exhaust Fans. Pamphlet describes Reed reversible unit fans, the variety of uses, installations, and accessories. A price list is available. Reed Unit-Fans, Inc., 1001 St. Charles Ave., New Orleans 8, La.

155. Kuver-Krak Panels. Folder describes application of Kuver-Krak panels over cracked plaster ceilings. Sent by the Upson Company, Lockport, N. Y.

158. Gliding Door Units. An illus-

trated folder shows how Huttig's gliding door units save space in homes. Complete specifications, sizes, and instructions for installing are included. Huttig Sash and Door Company, 1206 S. Vandeventer, St. Louis 10, Mo.

160. Folding Stairways. New folder describes uses, installation, and sizes of Wel-Bilt Fold-A-Way attic stairway. Operations are well illustrated. Wel-Bilt Products Company, Box 95, Memphis, Tenn.

161. Asbestos Siding. "New Look That Lasts Forever" describes and shows with photographs the advantages of using Mustang's new asbestos siding shingles. Stuffers with same story are also available. The Asbestos Company of Texas, Post Office Box 1082, Houston 1, Texas.

164. Fiber Tubing. New folder describes use of Sonotube, a fiber tubing used as a form for concrete columns. Photographs of actual construction at various stages are included. The Sonoco Products Company, Hartsville, S. C.

166. Andal Home Beautifiers. Catalog shows aluminum awnings, door and window canopies, shutters, flower boxes, iron railing, and other low cost home accessories. Free mats, consumer literature, and posters for dealers. Andal Manufacturing Division, Falls Stamping and Welding Company, 1701 Front Street, Cuyahoga Falls, Ohio.

172. Louver Windows. A brochure on Stewart metal louver windows shows sketches and descriptions of all models and an architectural drawing of proper installations. The Stewart Iron Works Company, Inc., Cincinnati, Ohio.

174. Flexboard. A new handbook contains complete information about cutting and working asbestos Flexboard for all indoor and outdoor applications. Johns-Manville Corporation, Box 290, New York 16, N. Y.

188. Donley Catalog. Specifications and uses of Donley fireplaces, fireplace equipment, incinerators, garbage and mail receivers, louver ventilators, and tools are explained in a 24-page catalog. The Donley Brothers Company, 13900 Miles Avenue, Cleveland 5, Ohio.

189. Ideal Bathroom Cabinets. Catalog shows cabinets in 17 designs and a wide range of sizes, including chrome-plated, fluorescent-lighted models. It also shows clothes-chute doors and milk and package receivers. The Ideal Cabinet Corporation, 7722 Joy Road, Detroit 4, Michigan.

192. Reflective Insulation. Folder contains technical information on Kimsul insulation, illustrated with charts, diagrams, and tables. Installation instructions are included. The Kimberly-Clark Corporation, Neenah, Wis.

193. Heatform Fireplace Designs. A free circular contains key drawings and specifications. For 50 cents, the company offers a 36-page book showing authentic interiors of rooms with fireplaces, floor plans of small houses, and locations of fireplaces

SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.
Atlanta 5, Georgia

Please send me, without obligation, the free literature described in the March, 1950, issue of S. B. S. with these key numbers:.....

Name.....

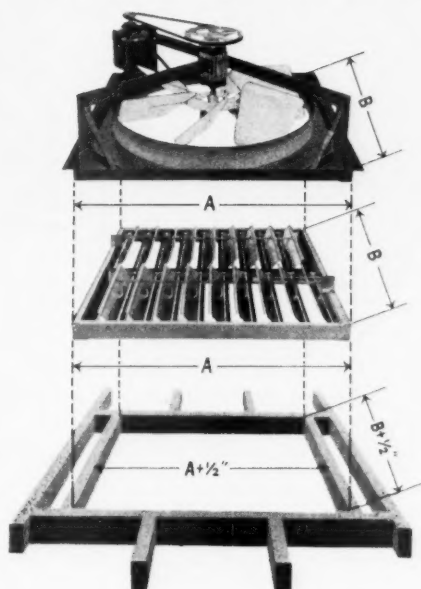
Position.....

Firm.....

Mail Address.....

City, State.....

The Reed Vertical Air Discharge Attic Fan



**Requires An Attic
Clearance of ONLY 13³/₈\"**



INSTALLATION DATA			
MODEL	FAN and SHUTTER		
	A	B	
RVU-24	32"	32"	
RVU-30	36"	36"	
RVU-36	42"	42"	
RVU-42	48"	48"	

CASH in on the increasing demands of thousands of home owners for the new, popular "lay down" Reed Attic Fan. Depend upon a Reed for low cost of installation, quietness, powerful air delivery and trouble-free service.

Write for Free, Completely Illustrated Catalog

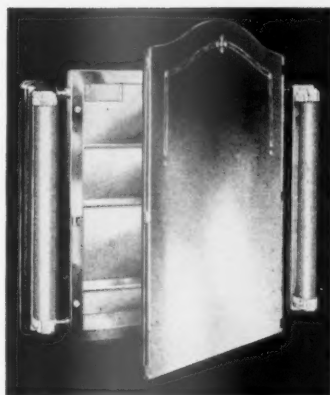


**Reed
UNIT-FANS, INC.**

Manufacturers of Ventilating Equipment

1001 St. Charles Ave.

New Orleans 8



IDEAL CABINETS

—As Low As

\$6.75

LIST

If you are not aware that the prices of Ideal Cabinets go as low as \$6.75 List, this is something to think about, especially if you are interested in securing more attractive cabinets without paying fancy prices.

Regardless of what priced cabinet you may be looking for, or what features you require in the cabinets you stock, you will find that Ideal Cabinets fill the bill in every particular. Send for catalog and see for yourself.

WRITE
FOR
LITERATURE

17 Models

Write for descriptive literature on our complete line of bathroom cabinets.

IDEAL CABINET CORPORATION

Division of Deslauriers

Column Mould Co., Inc.

7726 Joy Road

Detroit 4, Mich.



for best heating results. The Superior Fireplace Company, 1708-D East 15th Street, Los Angeles 21, Calif., or 601-V North Point Road, Baltimore 6, Md.

194. Structural Glass. "Glass For Construction" gives characteristics and uses of Libbey-Owens-Ford structural glass. Specification charts and technical data are also given. The Libbey-Owens-Ford Glass Company, Nicholas Building, Toledo 3, Ohio.

196. Plywood Sales Aids. "Sell With Plywood" is a 32-page booklet covering uses and construction of plywood displays, fixtures, and signs for interiors and outdoors. Over 125 illustrations show designs and selection of plywood types and finishes. Single copies free from the Douglas Fir Plywood Association, Tacoma 2, Washington.

197. Vermiculite Insulation. A new eight-page illustrated folder on the characteristics of Zonolite vermiculite granular fill insulation, insulating plaster aggregate, insulating concrete and acoustical plastic is available for dealer use. A report on fire tests is included. The Zonolite Company, 135 S. LaSalle Street, Chicago 3, Ill.

198. Protective Paper. Two folders on uses of Sisalkraft protective papers are sent on request. One describes covering and protection uses. The other describes low-cost lining for attics, poultry houses, and

other uses. The Sisalkraft Company, 205 W. Wacker Drive, Chicago 6, Ill.

199. Metal Tiles. Specifications, application instructions, the many uses of steel and aluminum tiles, and a chart showing the range of 27 colors, are included in a new illustrated brochure. The Vikon Tile Corporation, Washington, N. J.

202. Home Ventilator. A consumer folder and catalog sheets describe the new Westinghouse Poweraire home ventilator model 10PHV. Folder lists chief selling points and uses. Catalog sheets contain detailed sketches, installation instructions, and specifications. Appliance Division, Westinghouse Electric Corporation, Springfield 2, Mass.

203. Side-wall Stonekote. Four-page illustrated folder tells why Stonekote Permanent Insulation is "The Modern Side Wall Protection." Explains application to any surface, points out advantages. The Stonekote Corporation, 2196 South 93rd Street, West Allis 14, Wis.

204. Electric Fans. Four illustrated folders give specifications and prices of Stewart wood-box fans in 24 to 42-inch sizes, 24 or 30-inch KD fan blade and baffle outfit, 24 to 48½-inch non-metallic blade assembly, and full line of window fans and accessories. S. J. Stewart (Electric), 527 St. Joseph Street, New Orleans 12, La.

205. Insect Screen Guide. Retail prices of Cortland brand insect wire screen-

ing can be figured quickly and easily with a new 22-page Surface Table guide. Other sales information is included. Wickwire Brothers, Inc., Cortland, N. Y.

206. Fancy-Face Plywood. An illustrated folder describes Mengelux economical three-ply panels with faces of mahogany, walnut, oak, and birch. Specifications and sizes are included. Plywood Division, The Mengel Company, Louisville 1, Ky.

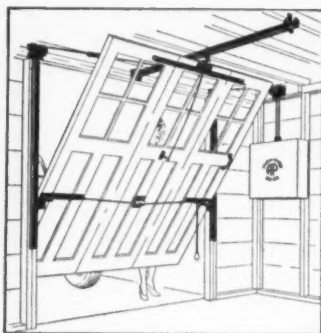
207. Slanted Roof Louvers. A two-color leaflet presents specifications for universal, flush flange, and box frame types of Leslie louvers for slanted roofs or walls. Included are details of the eight new larger flush-flange types. The Leslie Welding Company, 2943 Carroll Avenue, Chicago 12, Ill.

209. Sink Frames. The illustrated folder shows time- and work-saving features of Chromedge Tap-N-Rol frames in installation of modern sink-top coverings. It tells how these frames lock edges of materials with a tight, waterproof grip. The B and T Metals Company, Columbus 16, Ohio.

210. Asbestos Shingles. Full-color folders show the complete line and new colors of Asbestone shingles for residential roofing and siding. The Asbestone Corporation, 5300 Tchoupitoulas Street, New Orleans, La.

211. Ajax Hardware. New catalog

50-50 PUSH-OVER GARAGE DOOR HARDWARE



ALLITH

Heavy duty, well-engineered garage door hardware. Result: a quickly installed, easily operated, overhead door. Designed to insure **customer satisfaction.**

Standard set fits any opening up to 9' wide x 7'6" high when doors do not exceed 275 lbs. Other sets available for openings up to 10' wide x 10' high.

ALLITH-PROUTY, INC.
DANVILLE, ILLINOIS



WRITE FOR
Free
SAMPLE

FEATURE "33"

During **NATIONAL
HDWE. WEEK**

Give Your
Customers a "Break"

National Hardware Week (April 28 to May 6) comes at a time when, along with paints, you will have many calls for putty.

This year do your customers a favor! Instead of putty, sell them Armstrong's "33" E-L-A-S-T-I-C Glazing Compound. "33" mends cracks, crumbles or chips off. "33" gives lasting protection.

You make friends and MORE MONEY by selling "33". Try it! If your jobber can't supply you, write us today for details and FREE sample.



Powerful counter display
FREE with each carton of 24 one-lb. cans. Also 5, 10-lb. and larger cans available.

The ARMSTRONG COMPANY
DETROIT 17 • CHICAGO 9 • DALLAS 1

covers the Ajax "Hardware of Prestige" line of cabinet and miscellaneous builders' hardware. Chart gives comparative finish symbols of 29 leading hardware manufacturers as compared to the U. S. standards. The Ajax Hardware Manufacturing Corporation, 4351 Valley Blvd., Los Angeles 32, Calif.

212. Flush Doors. An eight-page catalog gives details of design and construction of Mengel hollow-core and solid-core flush doors. Included are complete specifications, sizes, weights, and face species. Plywood Division, The Mengel Company, Louisville 1, Ky.

213. Kitchen Ventilator. The new Westinghouse Poweraire window ventilator model 10PWV is described in a two-color consumer folder. Catalog sheets give installation instructions, describe fan's double-duty performance, and list specifications. Appliance Division, Westinghouse Electric Corporation, Springfield 2, Mass.

214. Self-Propelled Crane. Illustrated folder tells how Krane Kr unloads freight cars, loads trucks, and piles materials in yards, warehouses, and sheds. The Silent Hoist and Crane Company, 864 63rd Street, Brooklyn 20, N. Y.

215. Thrif-T Woodwork. Illustrated 48-page catalog contains complete descriptions and specifications of Thrif-T packaged millwork items for windows, casements, exterior and interior doors, china cases, wardrobes, mantels, overhead garage doors. The Roach and Musser Company, Muscatine, Iowa.

216. Aluminum Sink Frames. Four-color folder gives complete instructions for installing Trimedge extruded aluminum sink frames. Imprinted with the dealer's name, the folder is an appropriate self-mailer. Trimedge, Inc., 4021 Mahoning Avenue, Youngstown 1, Ohio.

217. Paint Brush Promotion. Du Pont's new promotional kit includes streamers, stickers, counter cards, publicity releases, suggested radio commercials, and a helpful pamphlet that gives advice on choosing the proper nylon brush for various paint jobs. E. I. Du Pont de Nemours and Company, Inc., Polychemicals Department - Plastics, Wilmington 98, Del.

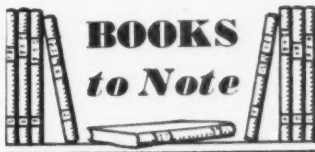
218. Plastic Wall Panels. Full-color, illustrated folder shows the new line of Marlite wood and marble pattern plastic-finished wall panels and their use in homes, offices, and institutions. Marsh Wall Products, Inc., Dover, Ohio.

219. Builders' Hardware. New items and improvements in the Adams-Rite line of locks and builders hardware specialties are shown in catalog No. 49. The Adams-Rite Manufacturing Company, 540 W. Chevy Chase Drive, Glendale 4, Calif.

220. Bathroom Accessories. Four-page color folder describes Beauty Spot line of bathroom accessories. Name, number, installation instructions, and specifications are given

for each item. Lifetime guarantee is included. The Tylac Company, Monticello, Ill.

221. Aluminum Awnings. Sales brochure on Airo-Vent aluminum awnings contains 20 8x10-inch photographs and full information on the individually packaged units. Mailing inserts and postcards are available for dealer use. Peerless Products, Inc., 114 W. Third Street, Kansas City, Mo.



"Small Homes" is the title of a new 8½x11-inch plan book available from Builders Plan Service, P. O. Box 502, Jackson, Miss. It contains plans for 41 one-story homes ranging in floor area from 660 to 1,472 square feet.

Plans for each house are contained on one page of the book, with the front elevation and floor plan printed in browntone. Included are modified ranch-house, colonial, Cape Cod, and contemporary American designs.

Complete plans of any design shown in "Small Homes" are available, as shown or reversed, for \$5 or \$10 for the first set and \$3 or \$5 for each duplicate set with the original order. Plans for the larger and more intricate houses cost the higher prices.

Dealers and builders may obtain "Small Homes" books in quantities at special prices from the firm listed above. The book is marked to sell for 50 cents a copy.

★ ★ ★

Hubbard Cobb, whose "Complete Home Handyman's Guide" has been bought and devoured by over 500,000 families and firms, has written another practical manual that will be useful to amateur and experienced homebuilder alike. It is entitled "Your Dream Home—How to Build It for Less than \$3,500."

Although he built his own \$8,750 home for \$3,500, Cobb is probably as skeptical of many persons doing it as is the most experienced contracting dealer. However, that title will cause thousands of persons to move a step farther toward building their own house or having it built by a contractor or mechanics.

This volume carries the reader from one step in the home-planning process to the next, and from one construction component to the next. Chapters cover: selecting the site and buying the plot; financing the new house; cutting costs—the basic material and necessary tools; working with concrete, masonry-blocks, and bricks; locating the house on the site; the house foundation and use of blueprints and drawings; framing the house; the chimney and

Keep Pace with
YOUR CUSTOMER'S
NEEDS

Some prefer
BEAUTY



Some prefer
UTILITY



Give'em Both with

Wal-Lite
DECORATIVE WALL BOARD

Customers Prefer WAL-LITE'S Beauty when you show them the delicate pastel colors and white which are baked on for permanence.

Customers Prefer WAL-LITE'S Utility when you show them the large, easy-to-install panels and the ease of keeping it clean.

More and More Dealers Are Preferring WAL-LITE because it's easier to sell. They know the way to sell is to carry a reasonable stock and show it to every customer.

For customers with limited budgets stock and sell SATIN-LITE—companion line with many WAL-LITE features.

SEE YOUR
JOBBER

Wallace
Manufacturing Company
10th & Fayette, N. K. C., Mo.

fireplace; installing window and door frames; exterior siding; insulation; plumbing system; electric wiring; heating system; interior walls and ceilings and built-in furniture; building with glass; interior trim and hanging doors; finish flooring; painting and finishing; finishing attic and basement; ditches and dry wells—driveways and walks; and landscaping the plot.

The book is completed with floor plans and elevations of attractive homes of the following styles: cape cod, colonial, ranch, cotswold, tudor, vacation hideaway, and a suburban home. A glossary and index permit ready reference to unfamiliar terms and precise sections.

"Your Dream Home — How to Build It for Less than \$3,500" is published by William H. Wise and Company, Inc., 50 West 47th Street, New York 19, N. Y. It costs \$3.95 a copy. It contains 512 pages and 550 illustrations by experienced architectural draftsmen.

★ ★ ★

The dealer or manager responsible for planning or approving advertising and literature layouts will find **"Advertising and Editorial Layout"** an invaluable reference and idea book. In it Matlack Price, veteran art teacher and practitioner, combines the theory and practice of layout techniques in a most attractive and digestible manner.

This book of 359 pages, 7¼ by 10 inches, takes the reader from one phase of layout study to another in

sequential chapters on definition of layout, factors and elements of layout, the picture element in layout, lettering in layout, typography in layout, magazine layout, newspaper advertising layout, color in layout, and new trends and techniques in layout. Each subject is vividly illustrated in black and white or color.

Having taught art for 18 years at the Pratt Institute in New York City and at the Rhode Island School of Design, Author Price knows well the theory of modern printed art. And having directed the art departments of three national advertising agencies, a New York department store, and such magazines as *Architectural Record*, *Arts and Decoration*, *House and Garden*, and *Good Furniture*, Price is equally familiar with modern art practice. His **"Advertising and Layout"** is an excellent self-training manual for prospective advertising or editorial artists.

This book is published by the McGraw-Hill Book Company, 330 West 42nd Street, New York 18, N. Y., for \$6.00 a copy.

OTHER SOURCES of Free Information

MATERIAL HANDLING EQUIPMENT. A two-color bulletin containing action photographs shows how

the complete line of Rapistan material handling equipment speeds up operations and lowers handling costs. The bulletin, form GS-49, is free from the Rapids-Standard Company, Inc., 342 Rapistan Building, Grand Rapids 2, Mich.

MECHANICS' LEVELS. A catalog sheet gives specifications of Stevens general purpose levels, torpedo levels, carpenters' and masons' wood levels, and aluminum levels. It includes two unique reference tables to simplify ordering levels. The E. A. Stevens Level Company, Newton Falls, Ohio.

PINE GRADERS. The Southern Pine Inspection Bureau, an agency which publishes grading rules under which over 95 per cent of the nation's Southern pine production is sold, has released the 1950 directory of its subscribers. The mills are listed by states. The Southern Pine Inspection Bureau, Canal Bldg., New Orleans, La.

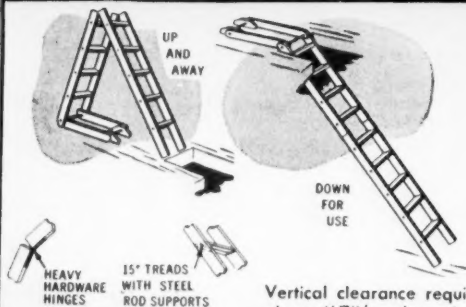
MASONRY WATERPROOFING. Two-color folders tell selling points of Prufitte and Prufcoat waterproofing for masonry construction. A gold-trimmed folder reviews the story of a New York skyscraper that was treated with Prufcoat to stop corrosion. A blue-trimmed folder explains how Prufitte masonry coating protects, and describes the three available Prufitte types. Test results are cited. Prufcoat Laboratories, Inc., 63 Main Street, Cambridge, Mass.

Economy

DISAPPEARING LADDER

of Sturdy Ponderosa Pine
for HOMES • GARAGES • ATTICS

LOW COST • EASY INSTALLATION • EASY TO OPERATE
FITS MOST ANY SCUTTLE HOLE SIZE WITHOUT ALTERATION



Immediate delivery on finished floor to finished floor sizes of 9' 2" or less.

Shipping weight 32 lbs. (nominal wt.)

Vertical clearance required above 4' 7" (can be reduced if necessary). Horizontal space on attic floor required 4' 6".

Write for further information.

MINNESOTA WOOD SPECIALTIES, INC.

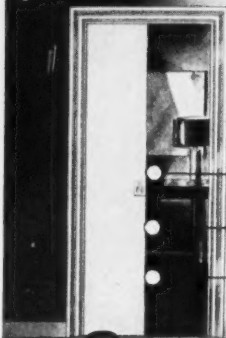
BOX 216, ST. PAUL PARK, MINN.

Manufacturers of the EZWay Folding Stairway

Now!

A New
SLIDING DOOR UNIT
by

Huttig



SAVES FLOOR SPACE

NEW SILENT OPERATION

ELIMINATES
SWINGING DOORS

with **3** OUTSTANDING FEATURES

1. Solid brass, ball bearing, special DOOR HANGERS, operating on aluminum track, permit height adjustment without removing door.
2. Exclusive STABILIZING FIXTURE, operating in bottom door rail, prevents rattles and assure easy, silent sliding.
3. Slotted ESCUTCHEON PLATE at bottom closing edge of door interlocks with RUBBER DOOR GUIDE on closing jamb. Assures rigidly closed door and prevents door edges from striking stops.

SEE YOUR LUMBER DEALER

HUTTIG SASH & DOOR CO., ST. LOUIS, MO.

Charlotte, N. C. • Dallas, Texas • Knoxville, Tenn. • Miami, Fla. • Columbus, Ohio • Jacksonville, Fla. • Louisville, Ky. • Roanoke, Va. • Birmingham Sash & Door Co., Birmingham, Ala. • Memphis Sash & Door Co., Memphis, Tenn.

THERE'S A LEIGH VENTILATOR FOR YOUR EVERY NEED!

500 Series are built of **DOUBLE-PROTECTED Steel** (a steel with a heavy zinc coating — plus bonderizing for added rust protection and perfect paint adherence). Slightly lower in cost. 400 Series are built of aluminum with sturdy riveted construction.

When you use Leigh ventilators, you are using the best that can be had. Each unit is designed to provide ample ventilation and keep out snow and rain.

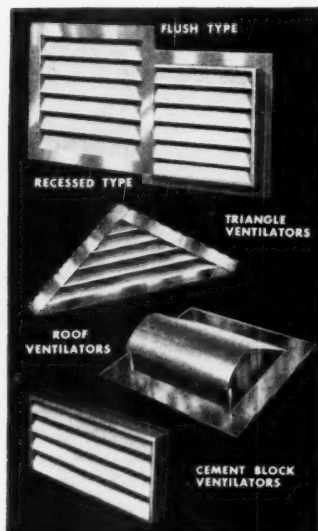
ATTIC VENTILATORS are made in a full range of standard sizes, both flush type and recessed type.

TRIANGLE VENTILATORS are made in 9-12 pitch and 6-12 pitch. Ample flanges cover roof pitches from 10-12 to 5-12. No loose or sliding parts.

ROOF VENTILATORS are styled to blend with roof line, yet have over 40 sq. in. of actual free area.

CEMENT BLOCK VENTILATORS — Ideal for concrete block masonry or brick walls. 16 x 8 size masonry in same space as cement block.

SCREEN — All ventilators are screened against insects and rodents.



Buy them from your nearest Leigh Dealer or for more detailed information, write us.

Styled and Built by



AIR CONTROL PRODUCTS, INC.
COOPERSVILLE Sun Street MICHIGAN



GURDON, ARK.: January 21, the 58th anniversary of the founding of Hoo-Hoo, marked the birthday of a new club (No. 120) in Gurdon, the birthplace of the international order. Fifteen kittens were initiated and five reinstated. Another concatenation will be held shortly. New officers are Henry Niehuss, president; I. B. Thomas, vice-president; Teller Conner, treasurer; and Ross MacCormack, S. O. Brooks, Frank Rudolph, Eugene Fohrell, W. S. Regan, directors.

TAMPA, FLA.: Members of the Tampa club met March 6 at the Floridian Hotel to start plans for the all-Florida concatenation. The affair will be held in Palm Beach, April 12, just before the annual meeting of the Florida Lumber and Millwork Association.

MONTGOMERY, ALA.: Club 221, which was formed last November, on February 13 elected J. P. Moyer as president. Homer McGough is vice-president, and David Coe is secretary-treasurer. Directors include Sylvester Mason, Tom Derickson, Ed DeMotte, D. H. Rhyne, and Dr. T. D. Stevens.

ST. LOUIS, MO.: Over 100 members attended the initiation of 14 kittens at a recent concatenation staged by Club No. 6. Vicegerent Harold Sparks is keeping the group enthusiastic.

ORLANDO, FLA.: Max Millinzer served as chairman of the degree team for the initiation of new kittens into the Central Florida club. The concat was held at the Orlando Gun Club, March 10.

RICHMOND, VA.: Four Washington, D. C., cats came down recently to carry the Washington trunk and help initiate 15 kittens. Snark of the Universe Martin Wiegand spoke.

TULSA, OKLA.: The eastern Oklahoma Hoo-Hoo club was revived January 19, on the eve of the 58th Hoo-Hoo anniversary. Over 400 were present for the concatenation. Vicegerent Snark Joe M. Morris says that the western Oklahoma club will be reorganized shortly.

ST. PETERSBURG, FLA.: The St. Pete cats have planned a grading school for lumber to be conducted by the Southern Pine Inspection Bureau for all local lumbermen. The February club meeting featured a color movie, "The Tale of One City," which depicts the growth of St. Petersburg.

MIAMI, FLA.: The first barbecue and square dance, for the entertainment of sweethearts of Club 42, proved so popular that it will be made an annual affair.

Bigger SALES & PROFITS for You with Adaptable Low Cost **VENTO** STEEL WINDOWS

Meet competitive prices — fill orders quickly with these Vento quality products. A line on which you can increase sales and profits.

- 1 Basement Windows that open at top or bottom, partially or fully — double weathering contact — provisions for storm sash and screen.
- 2 Utility Windows for use in farm or small industrial buildings, garages, etc.
- 3 Barn Windows that control ventilation — prevent drafts.
- 4 Steel Casement Windows with corners mitered, electrically welded and ground smooth — of heavier construction than most steel windows of comparable price. Provisions for storm sash and screen. Has gracefully designed roto hardware and standard cam action locking handle.
- 5 Matching Picture Windows and Specially Fabricated Linets to complete your line.

SEND COUPON for full information on how to cash in on many design variations offered by VENTO Steel Windows!



VENTO STEEL PRODUCTS CO., INC.
253 Colorado Avenue, Buffalo 15, N. Y.
Send me the dealer set-up and open territories for Vento Steel Products.

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Company.....
Address.....
We Cover the Following Territory.....

VENTO STEEL PRODUCTS
CO., INC.

253 COLORADO AVE. BUFFALO 15, N. Y.

NEW GEORGIA STORE

(From page 22)

and was not sufficiently large to store adequate stocks of building materials, Reeves proceeded to construct, with day labor and without contractor, the building pictured on page 22. The upper floor is used for the building supply store and warehouse; the lower floor is used for storage of farm implements and trucks.

By moving all these goods into this new fireproof building, Reeves was able to reduce his insurance bill \$2,000 a year!

Through the Reeves Builders Supply Company, a subsidiary of his hardware firm, Randolph Reeves is jobbing asphalt and aluminum roofing, wood doors and windows, electric supplies.

For a quarter of a century the name Reeves has been the buy-word for hardware in northeast Georgia and adjoining North Carolina. Five Reeves brothers own and operate hardware stores in Franklin and Highland, N. C., and in Clarkesville, Clayton, and Cornelia, Ga. Now Reeves is coming to be the buy-word for all



The new building that houses the Reeves Builders Supply Company in Clarkesville, Ga., is all of steel and masonry construction except for necessary displays and storage bins. The windows all have steel sash. Steel supports roof and second floor, as seen above. The building is 60 feet wide, the ground floor is 90 feet long, and the upper floor is 110 feet long. Built under Randolph Reeves' personal supervision and from his own plans, the building cost approximately \$30,000.

types of building supplies, too.

The Reeves family has prospered by selling quality brand-name materials and supplies with

this guaranteeing sales approach:

"Everything you buy in this store must be exactly as represented."

**YOU WILL SELL
MORE WINDOWS'**

with

lower cost, high quality

**UNIVERSAL
SCREENS**

DIRECT FROM MANUFACTURER

STANDARD SCREENS IN STEEL
AND ALUMINUM TO FIT
ALL MAKES OF CASEMENTS

ROTO—SIMPLEX—LEVER

Approved F.H.A. Specifications.

Write for literature and price list.

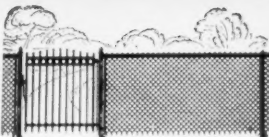
TERRITORIES OPEN FOR DISTRIBUTORS

UNIVERSAL FABRICATORS

1801 Boone Ave., New York 60, N. Y.

A NATURAL
PROFIT BUILDER!

Stewart Chain Link Wire Fences may be had in various weights and heights. There is a Stewart Fence design to harmonize with every type of architecture—a fence to fit every budget.



Stewart Iron Picket Fences in plain and ornamental iron are available in a wide variety of types and designs to meet the requirements of all installations.

Selling Stewart Fence and other iron and wire products is profitable business for building supply dealers. It's simple and easy to cash in on this business because you carry no stock and you need not invest any money. So don't overlook this source of extra profits. Investigate today. Write for catalogs and details about dealer setup.

**THE STEWART
IRON WORKS CO., Inc.**
1746 Stewart Block
CINCINNATI 1, OHIO

Stewart IRON
and WIRE
FENCES

Experts in Metal Fabrications Since 1886

FLY ASH, until recently a troublesome waste product, is now being sold as a partial replacement for portland cement and as a fine aggregate in cinder concrete. It can be used in place of clay in building blocks, to replace limestone and silica dust in road construction, and as a binder for certain types of soil to improve crops. Over 2,300,000 tons of fly ash a year are being sold.

THE FORMER Southern sales manager of Appalachian Coals, Inc., Goodwyn Holmes, has been promoted to manager of industrial sales, with headquarters in the Cincinnati



office. His successor in Asheville, N. C., is Thomas H. Cooper, Jr.

U. S. SENATOR A. Willis Robertson, from Virginia, who spent last summer investigating the coal industry, said recently: "If a union can impose a three-day work week, it can

impose almost any kind of production control, thus also controlling prices and removing competition from even a competitive industry."

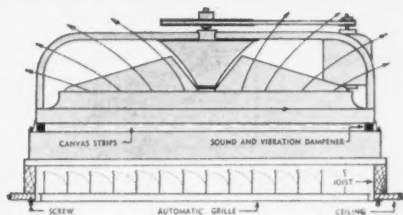
"COAL AT WORK"—an illustrated booklet published by the Bituminous Coal Institute, tells of the many ways in which "coal lights the way, fuels the fires, and powers the progress of America." Copies can be obtained from the institute, 804 Southern Bldg., Washington 5, D. C.

FOUR MORE scholarships have been established at the University of Kentucky by a Kentucky coal mining company for employees and their sons.

Get set for next summer's sales with the great

Quietaire

THE REVOLUTIONARY ATTIC FAN THAT SELLS FOR LESS, OFFERS BIGGER DEALER PROFITS



Now is the time to contact
WESTINGHOUSE ELECTRIC SUPPLY CO.

or write direct to
QUIETAIRE CORPORATION

505 N. Hutcheson Ave.

Houston, Texas

SOUTHERN and BURR BARBECUES

The Big Profit Lines For You This Spring!

The popular Southern Grill, pictured broiling juicy, delicious spareribs, is one of our many units with which you can convert sales opportunities into profits!

This year you can promote and sell two famous, nationally advertised barbecue lines, yet buy from one source. With SOUTHERN and BURR

barbecues you'll have the most complete barbecue dealership offered in the U. S., backed by national advertising and dealer helps. With these two lines you'll be able to furnish your customers a wide variety of masonry barbecues and accessories, also portables, shish kebabs, electric spits, braziers and many other units. It'll pay you to investigate now! Full details without obligation.

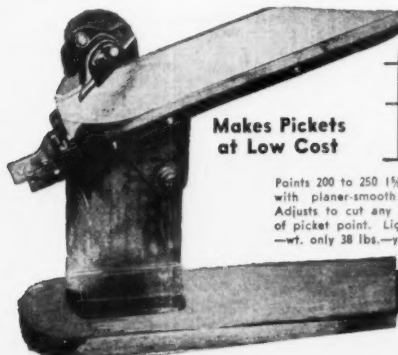


DEALER AIDS AVAILABLE

Free barbecue plans, literature and newspaper mats are available for dealers; also displays for accessories.

Manufactured By

WALLACE O. LEONARD, Inc., Dept. S3
373 S. Fair Oaks Avenue • Pasadena 1, California



Makes Pickets at Low Cost

Points 200 to 250 1½" to 3½" width pickets per hour with planer-smooth finish. No sanding required. Adjusts to cut any degree of sharpness or bluntness of picket point. Light enough to carry to stock pile—wt. only 38 lbs.—yet strong and durable enough for

year after year use, 24" high. Hand operated. 30" long handle provides easy leverage. Anyone can operate. Enables you to utilize odds and ends of lumber profitably. Seven day delivery. Send today for literature.

Net price \$47.50 f.o.b. Wilmette, Illinois. (Where state sales tax applies, add tax.)

H.A. SCHUBERT CO. Machinists
1212 Washington Ave. Wilmette, Illinois

DEALERS:

Sell Dairies More Lead-Free Paint

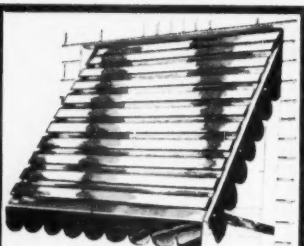
- PROTECTS LIVESTOCK FROM LEAD POISONING
- BUILDS PROFITS FOR YOU



HERE'S the safe paint for the entire dairy, interior and exterior — Lead-free No. 300 by Southport. Protects animals from lead poisoning, and keeps the surface sanitary and free from decay.

Sell your livestock and dairymen No. 300 Lead-free paint. Write for details.

SOUTHPORT
PAINT CO., Inc.
Savannah, Ga.



AIRO-VENT

All-Aluminum Awnings

Retails at **\$9.95** none higher than **\$15.95**

NOW! The lowest priced aluminum awning on the market opens the door to volume awning sales for you!

- liberal dealer discount
- no inventory needed
- individually packaged



Peerless Products Inc.
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Kansas City, Missouri

SBS:

Send complete information
on AIRO-VENT Dealership

Name

Address

City, State

Chamber of Commerce Offers Zoning Booklet

Five outstanding city planners have reviewed in layman's language, in a new booklet issued by the Chamber of Commerce of the United States, lessons in zoning practice that have been learned in the last 20 years.

Entitled "Zoning and Civic Development," the 44-page booklet is designed to aid businessmen and civic leaders in appraising and revising their zoning rules.

Copies of "Zoning and Civic Development" are available from the Chamber of Commerce of the United States, Washington 6, D. C. Copies are 30 cents for single booklets and less expensive in quantity orders.

CREDIT CONTROL

(From page 19)

1944; the Wilson-Covington Construction Company, Inc., 1947; Cloverdale Apartments, Inc., 1948, and the Ardmore Terrace Apartments, Inc., 1949.

To protect his company's interests—and the customer's, too—Wilson draws up a deed of trust for the property. He estimates that about 75 per cent of all the firm's credit sales are financed in the beginning through a deed of trust. In this way the company can afford to build far more homes without risk of losing money if the customer fails to pay.

Wilson says that this policy is responsible for much of his firm's growth and success. Otherwise, in order to collect from a non-paying customer, or from an estate in case of his death, the company would have to hire a lawyer, file a lien, and wait for a judgment. The company would risk losing all or most of the profits by the time the matter was settled.

With a deed of trust, settlement with a non-paying customer is reduced to foreclosing, advertising the matter in local papers for 30 days, and claiming the property. But Wilson Brothers have had to foreclose in only six cases during more than 15 years of issuing deeds of trust.

A lawyer's services are not necessary for drawing up these deeds, but a lawyer should check the title of all properties. Wilson draws up his customers' deeds of trust in his office—usually in

about 20 minutes. Deeds cover an estimated amount of materials needed, and range in amounts from \$100 to \$15,000.

Although Wilson Brothers do build and contract, the company makes a special effort to cooperate with small contractors in the Winston-Salem area.

Their advertising consists of ads in daily Winston-Salem newspapers, occasional radio spot announcements, and mail stuffers for statements to customers.

B. A. Wilson, the father of the two Wilson brothers who now run the company, started the firm with his brother, George F. Wilson, in 1895.

WEL-BILT FOLD-A-WAY STAIRWAY



- SAVES SPACE
- IDEAL FOR SMALL HOMES
- ADDS EXTRA ROOM AT SMALL COST

Every home should have a WEL-BILT STAIRWAY. Wasted attic space can be easily converted into valuable storage space, extra bedroom or playroom for the children.

Wel-Bilt Stairways come assembled. THEY ARE easy to install at little expense, and easy to operate.

SOLD BY LEADING DISTRIBUTORS
FROM COAST TO COAST

Manufactured by

THE WEL-BILT PRODUCTS COMPANY

P. O. Box #95 Memphis, Tennessee

MANUFACTURERS' AGENT WANTED:

To sell nationally known Zegers Dura-seal Combination Metal Weatherstrip-Sash Balance and a complete line of metal weatherstrips to Millwork Manufacturers, Sash and Door Jobbers and Prefabricators of homes. Extensive advertising and direct mail support. Liberal commission. Write Zegers Inc., 8090 South Chicago Avenue, Chicago 17, Illinois.

FOR SALE

BUILDING PAPER
(To dealers only)
KING NAIL BAGS
(Larger opening)
Sisal TWINE
(No odor, no stain)

Write for Sample and Prices.
HOSKING PAPER CO., Wilmette, Ill.

BONDED CONTRACTS. The nature, functions, and advantages of the construction contract bond are described in a new booklet, "Construction—The Bonded Contract is the Owner's Protection." The Surety Association of America, 60 John Street, New York 7, N. Y.

SAFETY DEVICES. "Everything in Safety" is a new catalog covering respiratory devices, eye protection, hats, gloves, drum pumps, and other personal protective equipment. The General Scientific Equipment Company, 2700 W. Huntington Street, Philadelphia 32, Pa.

ALUMINUM SIDING. Technical information and engineering details of the improved Kaiser aluminum clap-

Free Information

board siding are contained in a 16-page booklet. Architectural drawings show applications, foundation and frieze board details, and various eave and window details. Kaiser Aluminum and Chemical Sales, Inc., 1924 Broadway, Oakland 12, Calif.

ALUMINUM EXTRUSIONS. "Designing with Aluminum Extrusions" is a 138-page book showing basic engineering principles that enable a designer to use such extrusions

most effectively. The book contains many illustrations and explains the advantages of extrusions. Sent free, when requested on company letterhead, by the Reynolds Metals Company, 2500 S. Third Street, Louisville, Ky.

"MINERAL WOOL Insulation for Heated Industrial Equipment" is a 36-page standard containing illustrated guidance for applying loose, granulated, felted, blanket, block, and industrial-batt forms of mineral wool. Issued by the Department of Commerce, the standard is obtainable in single copies without charge from the Industrial Mineral Wool Institute, 441 Lexington Avenue, New York 17, N. Y. Larger orders are 15 cents a copy.

Wall Board Trim



Decorate with

DECORITE

Aluminum Molding
for every purpose

WRITE TODAY FOR COMPLETE CATALOG
Decorite, Inc., 2114 Peachtree Rd., Atlanta, Ga.

Only TRADE-WIND
MAKES THE

CLIPPER CEILING VENTILATOR



... better 5 ways because—

1. Mounts in ceiling directly above stove—instantly catches heat, grease and odors as they rise.
2. Only an inconspicuous "dripless" ceiling grille is visible, yet unit easily installed.
3. Powerful squirrel-cage blower (not a fan!) creates fast-moving stream of air to do job efficiently.
4. Because of patented construction which isolates motor from greasy air stream, unit guaranteed 5 years.
5. Available everywhere. Stocked by dealers coast to coast.

Write for the Complete Trade-Wind Story
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5703 S. Main St., Los Angeles 37, Calif.

Name _____
Address _____



ELIMINATE SPLIT SIDING

By Using Kokomo Corners

Corners for bevel wood siding made of aluminum—can't rust, rot, or deteriorate. So constructed as to eliminate splitting of siding. Two small nails are furnished with each corner and holes provided to fasten bottom by nailing through base of corner into lower edge of siding board. Top nails are concealed by next course of siding. Available for 6", 8", and 10" siding.

BUGHER MANUFACTURING CO.
211 So. Main Street Kokomo, Ind.

PRECISION folding stairway



- No springs—Actuated by counterweights
- Easy to operate
- Safety treads on steps
- Insulated door panel
- Requires no attic space
- Shipped in one package

Write for full information
PRECISION PARTS CORP.
Nashville 7, Tennessee

Plywood has 2 sides...

and 2 Profits

You can get that "second profit" by selling **Firzite, Satinlac and Weldwood Glue** every time you sell plywood.

Firzite—for fir plywood and other soft woods—and for hard woods too!



The finishing of fir plywood and other soft woods has always presented problems. Today, these problems can be overcome by use of **FIRZITE**.

Used as a pre-sealer, **FIRZITE** seals the wood pores...tames the wild grain...virtually eliminates checking and grain raising. Available in both white and clear, **FIRZITE** forms an excellent undercoat for stain, paint or enamel.

White (or tinted) **FIRZITE** also provides an easy, low-cost way to achieve the blond, bleached or wiped finishes so popular today.

Discuss the merits of **FIRZITE** every time you sell a piece of fir plywood.

FIRZITE comes in pints, quarts, gallons, 5-gallon and 55-gallon drums. Counter leaflets and display panels of actual wood finished with **FIRZITE** are available as dealer helps.

Satinlac—for preserving the natural beauty of all woods.



You can recommend **SATINLAC** as a simple, inexpensive material for the proper finishing of hard-wood plywood and similar woods. It is a clear coating which can be applied without brush marks.

SATINLAC produces a durable, attractive finish. It brings out all the natural beauty; does not darken or yellow with age.

SATINLAC is put up in pints, quarts, gallons, 5-gallon and 55-gallon drums. Counter leaflets and display panels of actual wood finished with **SATINLAC** are available as dealer helps.

WELDWOOD GLUE



WELDWOOD PLASTIC RESIN GLUE joins wood to wood and other porous materials in a permanent bond, unaffected by moisture, bacteria, heat, fungus or mold. Available in small sizes for over the counter trade and larger sizes for cabinet makers, carpenters, etc.

Write for details of our Special Lumber Dealer's **FIRZITE** and **SATINLAC** Introductory Assortment and a sample of **WELDWOOD GLUE**.

UNITED STATES PLYWOOD CORP.

Industrial Adhesives Division, Dept. 566
55 West 44th St., New York 18, N. Y.

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New WALL PANELING

PLYTEX.



**FOR EASIER SALES
and BETTER PROFITS**

PLYTEX is the new decorative wire brushed plywood which accentuates the hard grain in a bold relief pattern.

PLYTEX is ideal for game rooms, dens, offices, stores and for furniture; available in 1/4", 4' x 8' panels—interior and exterior.

Write today for FREE samples and literature. Wall display, ad mats, banners, sales helps available.

PLYTEX 3 dimensional grain

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Miami 38—Dixie Plywood Co.
Miami 38—Florida Plywood Service
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Tampa 5—McEwen Lbr. Co.

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Norfolk 1—Draffon Bundy Lbr. Co.
Richmond 21—Biswanger & Co.
Richmond 20—McEwen Lbr. Co.
Richmond 24—Sash, Door & Glass Co.

PLYTEX CORPORATION

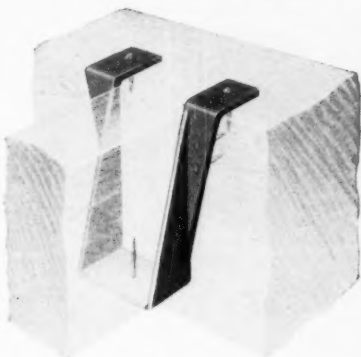
1440 Willow Street, Chicago 22, Ill.

Good Territories

Are Still Open



IDEAL Joist Hangers

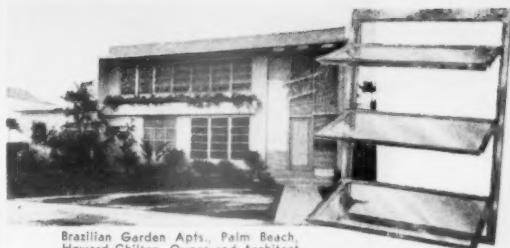


Preferred because they lay flat against the joist and girder! They fit closely on all sides! Also adapted for stair well, chimney, light shaft and similar framing. Made of best open hearth steel. Single or double styles for every size timber.

The IDEAL HANGER CO.

1289 East 53rd St.

Cleveland 14, O.



Brazilian Garden Apts., Palm Beach,
Howard Chilton, Owner and Architect

AUTO-LOK

THE WEATHERSTRIPPED
ALUMINUM AWNING WINDOW

*There's never been a window
with greater sales potential!*

Every building's a prospect from small homes to huge hospitals. Here are some of the reasons AUTO-LOK will make money for you!

1. *Tightest closing window ever produced!* Weatherstripped, for positive protection against cold winds, driving rains, dust storms and hurricanes.
2. *Ventilation when raining!* Protection from rain while window is open.

3. *100% draft-free ventilation.* Air is scooped upward into room.

4. *Fits any design!* Combines all the best features of all window types.

5. *Easy to clean!* Top vent drops down for easy cleaning from inside.

6. *Easy to install.* Comes complete with easily removable screens and factory installed weatherstripping.

THE ULTIMATE IN AWNING WINDOWS
ENGINEERED FOR LEADERSHIP BY

**LUDMAN CORPORATION, DEPT. SB-3,
BOX 4541, MIAMI, FLORIDA**

Floor with genuine
NORTHERN
HARD MAPLE

for lasting economy,
beauty and endurance!

MFMA

WRITE to your nearest MFMA producer for this colorful, new, maple-base Counter Display Card!

MAPLE FLOORING MANUFACTURERS ASSOCIATION
386-D—46 Washington Boulevard
OSHKOSH, WISCONSIN

AMAZING WESTINGHOUSE OFFER



Check This Big, Special Poweraire* Ventilator Fan Deal

YOU GET	REG. DEALER COST
2—10 PWV Ventilators (for stock)	\$41.34
1—10 PWV (for display)	20.67
1—10 PWV Display	10.00
1—Promotion Package	1.10

A Total Value of \$73.11

YOU PAY ONLY

\$62.34

Or 33¢ more than your regular
cost of the 10 PWV FANS alone.

CLIP AND MAIL THIS COUPON TODAY

WESTINGHOUSE ELECTRIC CORPORATION

Fan Department

653 Page Boulevard Springfield 2, Mass.

I am interested in learning more about this Westinghouse
Poweraire Home Ventilator Deal. Please send me the
details today.

Name _____

Address _____

*95

3SBS

**YOU CAN BE SURE...IF IT'S
Westinghouse**

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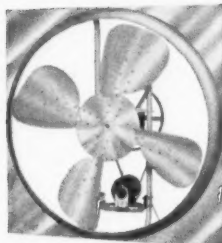
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	Tri-State Bldg. Materials Co.	60
	Trimedge Inc.	*
	Trinity Div., General Portland Cement Co.	*
	Tylac Co.	*
U	U. S. Gypsum Co.	*
	U. S. Plywood Corp.	16
	U. S. Plywood Corp. (Firzite-Satinlac-Glue)	82
	Union Aluminum Co., Inc.	7
	Universal Fabricators	78
	Upson Co.	*
V	Vento Steel Prod. Corp.	77
	Vikon Tile Corp.	*
	Vim Car Sales Co.	*
	Vital Products Mfg. Co.	*
W	Wallace Mfg. Co.	75
	Wel-Bilt Prod. Co.	80
	Werner Co., Inc., R. D.	9
	Westinghouse Elec. Co. Elec. Appliance Div. (Fans)	84
	(Full Line Building)	12
	Wickwire Bros. Inc.	*
	Wynneo Prod. Corp.	*
Z	Zegers, Inc.	80
	Zonolite Co.	35



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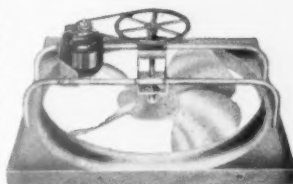
JOBBERs—Murray offers you a new type protective policy that *guarantees no inventory loss or stock carry-over.* You can handle this complete fan line knowing you are selling the best. A few territories are available. Write for details and full information.



Here's a vertical mounted horizontal discharge attic fan built to stand the rigors of home and industrial use with many years of carefree operation. This is the only fan manufactured that carries a lifetime guarantee with the exception of the belt and motor. Built in sizes of 24" equipped with 1/3 hp motor up to and including 48" equipped with 3/4 hp motor.

This fan has heavy gauge steel housing, with frame of one inch seamless tubing, die formed. The blades are Torrington PATENTED die formed statically and dynamically balanced. The bearings are especially designed—sealed Ball Bearings with permanent lubrication. All Murray fans are rated in accordance with standard test code adopted by ASHVE and NAFM.

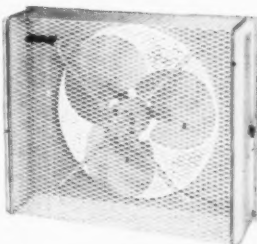
The Murray horizontal mounted, vertical discharge fan is built of the same materials as the vertical mounted horizontal discharge fan and comes in sizes 24", 30", 36", 42" and 48". This fan offers real sales appeal for homes with low bridge attics. They are built to assure compact installation and maximum air movement.



THE MURRAY 20-INCH WINDOW FAN

It's the most versatile of all. Especially useful in apartments or rented homes. It's light weight makes it easily portable and the attractive appearance blends with the interior of homes. The fine mesh guard is removable and constructed to protect tiny fingers.

EASY TO CLEAN AND OIL—two screws remove small mesh guard. **PATENTED DIE FORMED**—perfectly balanced, rubber mounted aluminum blades for maximum volume air and economical, quiet operation. **2 SPEED**—direct connected motor. No belts or bearings. **BEAUTIFUL**—ivory finish and stainless steel.



THE MURRAY 24-INCH WINDOW FAN

produces ample ventilation for the average small home or apartment. It operates quietly, is sturdily made of fine materials and is finished in a rich ivory color with bright stainless steel trim. Windows can be opened and closed with the fan installed, eliminating storage problems.

Deep pitched patented Torrington blade for maximum air delivery and whisper quiet operation. Two thumbscrews at top remove front guard for convenient and easy cleaning. Equipped with 1/3 hp General Electric or Westinghouse motors which provide ample power. Lifetime bearings—require no lubrication. An exclusive Murray feature.



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